



Tecmar Enhances Customer Value of Ditto Max Pro Family With 15 Percent Price Cuts

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LONGMONT, Colo.--(BUSINESS WIRE)--July 24, 2000--Tecmar Inc., an Overland Data Inc. company (NASDAQ: OVRL), today announced across-the-board 15% price reductions on its Ditto Max(TM)Professional line of desktop tape backup solutions.

The price cuts, which are effective immediately, cover both internal and external models of the Ditto Max Pro, a 10 GB backup solution for desktop system backup applications. The price of the internal unit is now \$169, down from \$199, while the external model now carries a list price of \$209, reduced from \$249. Tecmar's new lower pricing includes the drive, necessary cabling, and Ditto Tools software which enables one button backups as well as scheduled, unattended backups. Bundled packages containing a tape cartridge and additional utility software are also available at \$25.00 for internal and external models in the Ditto Max Pro Pack.

Tecmar's Ditto Max Pro drives have carved out a position as one of the most popular storage solutions for desktop applications based on a proven record of reliability, ease of use and value. The Ditto Tools software provides simple one-button backup, restore and copy operations for Windows 95, 98 and NT. Other backup solutions often involve hours of inserting disk after disk into the PC. Ditto Max users can easily set the Ditto Tools software to run attended and automatically initiate a system backup while they are away from the office to minimize the impact of the backup process.

The value-priced, high reliability Ditto Max Pro is the perfect data security solution for desktop environments, delivering full system protection, including the registry and personality profiles and application settings for all installed programs. This Ditto Max Pro feature eliminates the hours of re-installing and re-configuring a system in the event of a virus attack or hard disk crash, a capability not offered with standard file backup applications.

With the new round of price cuts, the Ditto Max Pro is now an even more attractive value for high-capacity desktop backup. Ditto Max Pro users can backup or archive 10 GB of data on a single, low-cost Ditto tape cartridge. Archiving the same level of capacity as one Ditto cartridge with alternative 100 MB non-tape backup products would require the purchase of up to 100 pieces of media at a cost of around \$10 each.

All Ditto drives are available in stock at a variety of retail stores and on-line merchants. Ditto drives are also available at the Tecmar web site store at www.tecmar.com, along with media and accessories. Other Tecmar models of tape backup solutions, including Travan and DDS drives, can also be purchased at the online store.

About Tecmar

Tecmar, an Overland Data company, is a developer and manufacturer of entry level, high performance tape storage solutions designed specifically for workstation and networking environments. Our primary product lines include tape drives, tape backup solutions (tape drives bundled with software) and tape media. Tecmar products are sold worldwide to OEMs, distributors, and value added resellers and include Ditto Max Professional, Tecmar Travan NS (Network Series) drives, Office Backup and WangDAT(R) DDS tape drives and QualityTape(TM), a comprehensive line of Ditto Max, DDS and Travan media.

Except for the factual statements made herein, the information contained in this press release consists of forward-looking statements that involve risks, uncertainties and assumptions that are difficult to predict. Words and expressions reflecting optimism and satisfaction with current prospects, as well as words such as "believe," "intends," "expects," "plans," "anticipates," and variations thereof, identify forward-looking statements, but their absence does not mean that a statement is not forward-looking. Such forward-looking statements are not guarantees of performance, and the Company's actual results could differ materially from those contained in such statements. Factors that could cause or contribute to such differences include unexpected shortages of critical components, rescheduling or cancellation of customer orders, loss of a major customer, the timing and market acceptance of new product introductions by the Company and its competitors, general competition and price pressures in the marketplace, and the Company's ability to control costs and expenses. Reference is also made to other factors set forth in the Company's filings with the Securities and Exchange Commission including the "Risk Factors," "Management's Discussion and Analysis" and other sections of the Company's Form 10-K for the most recently completed fiscal year. These forward-looking statements speak only as of the date of this release, and the Company undertakes no obligation to publicly update any forward-looking statements to reflect new information, events or circumstances after the date of this release.

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