

Attention Business/Technology Editors/Lifestyle Editors

OrganizeMy(TM) Electronic Filing Cabinet For Dummies(R) teams up with Davis + Henderson

Consumers who order cheques to receive complimentary version of Industry leading Software

TORONTO, Oct.31 /CNW/ - Org-Matters Solutions Inc. (www.org-matters.com), creators of OrganizeMy(TM) Electronic Filing Cabinet For Dummies(R), in partnership with John Wiley & Son's "For Dummies" brand is pleased to announce that they have entered into an agreement with Davis + Henderson, to offer the personal Financial & Life version of the software that has been referred to as the most significant software launch in 2007 outside of Windows® Vista. Davis + Henderson, a leading provider of cheques and related services to Canadian financial institutions, will include a download of the software with a number of their cheque programs as of the beginning of November.

The Electronic Filing Cabinet For Dummies(R) software turns chaos to sanity for millions of Windows(R) users by enabling users to save and file all of their vital information in an easy to-use, pre-loaded file structure. The software also contains life-tracking tools to help users record key details and complete pre-built "To-Do's" for important life events and responsibilities.

OrganizeMy(TM) Electronic Filing Cabinet For Dummies(R) is certified for Microsoft(R) Windows(R) XP and Windows Vista. The pre-loaded and expert built folder structure is set up in the user's "My Documents" folder. Users can easily grab emails, documents or files from their Outlook(TM) and Outlook Express(TM) accounts as well as from the Web or through a simple one-click scan in process.

"Consumers told us three things", comments Michael Schweizer, Creator, President & CEO OrganizeMy(TM) Electronic Filing Cabinet For Dummies(R):

1. They are time constrained, so they need ready to go solutions.
2. They are being bombarded more and more with important electronic and paper documents they know they need to save, but they have nowhere to put them.
3. Most software is too complicated for the everyday consumer and tends to intimidate them.

"We set out to address these three issues, hence the launch of the software under the For Dummies brand. There is no brand in the world that is so widely accepted and understood as representing simple and easy to use as For Dummies," added Schweizer.

Davis + Henderson will be offering the software as a free download to specific customers in a bundled value offering as part of their cheque order packages. "We are very pleased to enter this value-add relationship. So many documents, including returned cheques from most financial institutions, are now available to be delivered electronically," comments Davis + Henderson Executive Vice President of Sales & Marketing Serge Rivest. "It makes logical sense that we offer the opportunity to obtain this simple and easy to use software so that busy, time constrained consumers have somewhere efficient to store these digital images of their cleared cheques and other key life documents."

In addition, it means the customers who choose to "go paperless" now have access to a simple easy to use filing tool on their desktop to save and store their cheques, statements and other key documents. Together, we're contributing to an environmental "go green" initiative focused on only printing documents when absolutely necessary.

About Org-Matters Solutions Inc.

Org-Matters Solutions Inc. (www.org-matters.com) is a licensed partner of John Wiley & Sons Publishing's "For Dummies" brand and develops organizational products designed to help consumers manage their important information with easy-to-understand simplicity. The launch of the hugely popular and critically acclaimed OrganizeMy(TM) Electronic Filing Cabinet For Dummies(R) software in February

2007 resulted in over 15,000 new users in the first 30 days. The software is rolling out across North America in Retail Stores and Org-Matters Solutions Inc. maintains marketing partnerships with such proven mainstream organizations as Bank of Montreal Mosaic Mastercard (www.bmo.com/mosaik), Mastercard North America (www.mastercard.com) and now Bell Sympatico (www.bellsympatico.ca). In addition, Org-Matters has established partnerships that add to the overall software functionality and effectiveness by combining with Sony DADC (www.sonydadc.com) for world-class technology, Carbonite (www.carbonite.com) for world-class online computer backup and Keating Technologies Inc (www.Keating.com) for world-class user technical support. The software product is also available at the North American online Dummies website at www.dummies.com (select Product Shop) and can be purchased in Canadian retailers, Best Buy, (www.Bestbuy.ca) Staples (www.staples.ca), London Drugs (www.LondonDrugs.ca) and Amazon (www.amazon.ca)

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