



ELECTRONIC FILING CABINET FOR DUMMIES® TEAMS WITH SELKIE QUICK FILE TRANSFER TO OFFER USERS STRESS REDUCING SOLUTIONS

TORONTO, November 27, 2007 – Org-Matters Solutions Inc. and Tugboat Enterprises Ltd. have formed a preferred partnership to offer a free version of Selkie Quick File Transfer to registered users of OrganizeMy™ Electronic Filing Cabinet for Dummies®, creating new opportunities to form relationships at retail and OEM levels within the Retail, Financial and Insurance industries.

OrganizeMy Electronic Filing Cabinet for Dummies® is a simple and intuitive filing software system. It gives users a stress-free solution to eliminate computer clutter by organizing all-important e-documents and life matters with a pre-loaded filing system. Customers can now simplify their lives even further by knowing that they have a quick and painless option to move data from one computer to the next with Selkie Quick Transfer File. This great new partnership signals a significant movement into the global market for Selkie Quick File Transfer and its sister product, Selkie Rescue Data Recovery. Both programs are natural partners for the powerful, easy to use file management system, the Electronic Filing Cabinet For Dummies®.

The Filing Cabinet For Dummies one-of-a-kind filing system for the professional and home user delivers:

- Simplicity:** folders already set allow users to track and save important documents electronically
- Go-Green Strategy:** empowers users to save e-statements directly to their hard drive. This environmental strategy not only saves trees, but also saves hundreds of dollars in paper and postage. Eventually we will live in an almost totally paper-less society- this is the program designed to get us there. Users elevate their productivity and cease printing documents by saving them with confidence by “Going Green” with OrganizeMY.
- Time and Peace of Mind:** all folders automatically pop up and keep us organized by knowing that there will always be the option to scan, save, and file e-documents where they can be easily tracked. OrganizeMy integrates and synchronizes with Windows XP, Vista, Microsoft Outlook, Outlook Express, Internet, and Fujitsu Scan-Snap Scanners.
- Security:** stores all of your passwords, PINs, and confidential information in an encrypted filing system that is secure from identity theft and hackers.
- Financial Snapshot:** this powerful software automatically tells you exactly where you stand financially, i.e. your net worth, budget, insurance, and inventories.

For Org-Matters Solutions Inc, collaborating with the *Dummies* brand is a natural product fit and a direct statement addressing the stress consumers experience in business and

home organization. “The concept is simple...we approached this with supported research that told us that many software programs are too complicated for the time-constrained consumer *and business owner*,” said Michael Schweizer, CEO Org-Matters Solutions Inc. “The software must be intuitive and easy to use for everyone from my 67-year-old mother to my 17-year-old daughter.”

The Dummies® brand is one of the most easily recognized names in the global consumer/small business ‘how to’ market and easy-reference industry. Their publications and products are for hard working, demanding consumers who want to spend time on their businesses and with their families, not on the technical complexities of computers and software programs that are often written by programmers for programmers. The Electronic Filing cabinet For Dummies allows everyone to organize all of life’s important documents with ease.

By teaming up with Org-Matters Solutions Inc., the *Dummies* series has now moved strongly into the global software market. With the addition of the Selkie partnership, this alliance promises to be a mutually invigorating growth experience for all parties involved. “This is a new and exciting step for Selkie data products to take, and we look forward to a long and happy relationship with Org-Matters and the Dummies brand,” Nathan Potechin, VP Sales for Tugboat Enterprises, a young, fast-growing Canadian based software company. See the entire product line at www.tugboatenterprises.com

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