

LS MEDIA PUBLICITY & PROMOTION
Lifestyle & Culture, Books, Wine

FOR IMMEDIATE RELEASE Across USA Wires November 6, 2007, 2007

***ORGANIZEMY™ ELECTRONIC FILING CABINET FOR DUMMIES®*: U.S.
MARKET RELEASE**

THE ONLY SOFTWARE IN THE WORLD THAT WILL ORGANIZE AND
PREPARE CONSUMERS AND BUSINESS OWNERS FOR A PAPERLESS SOCIETY

Attention: Lifestyle/Business/Corporate/Financial/Tech editors and broadcasters.

New York, NY- November 6, 2007 - Org-Matters Solutions Inc., a groundbreaking developer of organizational products, is thrilled to announce the U.S. Market release of its software product, *OrganizeMY Electronic Filing Cabinet for Dummies*. Released with Org-Matters Solutions Inc. key partner, John Wiley, (publisher of the universally successful, best-selling *Dummies* series), this software offers an answer to the question on top of every consumer's mind today: **how to organize, save, and file key life and business documentation with an intuitive and logical filing system.**

OrganizeMY Electronic Filing Cabinet for Dummies directly contributes to a “go green” environmental strategy, designed so consumers can break the habit and cut down on the need to print all of their documents. It is the only software on the market based on the principle that, eventually, we will live in an almost totally paperless society – this is the program that will help get us there. This intuitive software features “life-tracking” tools made for “the rest of us,” based on the way 90% of everyday consumers and business owners think, not the way an accountant thinks.

To support the “go green” campaign, Org-Matters Solutions Inc. has collaborated with Fujitsu Scanners. They are planning a U.S. release, in first quarter 2008 of their ScanSnap series of lightning-fast, double-sided scanners with proprietary integration built into the software. Consumers will simply press the green “Scan” button and *OrganizeMY Electronic Filing Cabinet for Dummies* will pop up with a choice of folders in which to drop their document.

OrganizeMY Electronic Filing Cabinet for Dummies features all of the important Life Management organizing tools that consumers need today for their all-important finances: net worth, real estate, insurance, warranties, budget, inventory, and accounts. *OrganizeMY Electronic Filing Cabinet for Dummies* goes a significant step further by asking: what about the rest of life? PINs, Passwords, User IDs, Vehicles, Estate Planning, Medical Records, Moving, Career, School Records, Home Renovations, Pets, Travel, Wedding & Event Planning, Starting & Running a Business...all of these are significant stressors in life and generate a large number of key documents that today's consumer needs to save and file for future reference. This software handles and organizes them all, by safely storing passwords, PIN numbers, Web User IDs in an ENCRYPTED filing system that is secure from IDENTITY THEFT and hackers.

LS MEDIA PUBLICITY & PROMOTION
Lifestyle & Culture, Books, Wine

Org-Matters Solutions Inc. offers both a Full Professional and a Personal Finance version, which allow you to simply click and scan documents, Outlook® contacts, and website-housed pages/articles/statements into any pre-built folder. Compared to other organizational software products on the market, *OrganizeMY Electronic Filing Cabinet for Dummies* saves you hundreds of hours and dollars in setup time. The Mac® version is scheduled for release this coming January 1, 2008.

Once you install *OrganizeMY Electronic Filing Cabinet for Dummies*, folders magically appear for everything that you need to keep track of in your life. “It has struck a cord with the masses and, within 24 hours of the first launch,” Michael Schweizer, Org-Matters Solutions Inc. CEO and product creator, says, “the company logged 1,000 downloads of the new software, and more than 20,000 actual users in the first month of the launch. This sets it apart from other software systems, like Microsoft OneNote™, which only offers users an all-encompassing framework designed to guide everything you do online.”

“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*,” Schweizer continues. “The software must be intuitive and easy to use for everyone from my 67-year-old mother to my 17-year-old daughter.”

Collaborating with the *Dummies* brand is a natural product fit and a direct statement addressing the stress consumers experience in business and home organization. In addition, by teaming up with Org-Matters Solutions Inc., the *Dummies* series has now moved strongly into the global software market.

For the small business owner or professional, *OrganizeMY Electronic Filing Cabinet for Dummies* goes even a step further. It contains pre-built folders and includes expertise that gives the owner what they need to save and file key documents like their Business Registrations, Incorporation Documents, Licenses, Insurance Policies, Tax Returns, and much more. Besides offering these key documents that are already set in place, its most clever feature is that it has embedded tools that actually guide the user through the components that match their small business and professional practice needs. Gone are the days of trying to figure out where to file something and then having the compounded stress of looking for it later. Ultimately, it is a ready-to-go tool that allows any professional to minimize the time they spend on administration and to maximize the time doing what they do best...growing their business.

Org-Matters Solutions Inc. has also reached a global audience with a wide range of embedded advanced technology solutions. They have collaborated with Carbonite (www.carbonite.com) for inexpensive, worry-free online computer file backup, and SonyDADC (www.sonydadc.com) for state-of-the-art registration and anti-replication technology. Org-Matters Solutions Inc. is also a natural candidate for the tech media arena and its changing landscape in the U.S. They have structured this product offering

LS MEDIA PUBLICITY & PROMOTION
Lifestyle & Culture, Books, Wine

for success in premium and corporate sales through integration and sales to trusted third parties.

On February 7, 2007, BMO Bank of Montreal® Mosaik® MasterCard® cardholders received a statement insert allowing them to obtain a free copy through a download link from the MasterCard self-serve website at www.bmo.com/mosaik. “Like the creators of the *OrganizeMY Electronic Filing Cabinet for Dummies*, we too see life through the eyes of our customers...if we can help simplify our customers’ lives by providing them access to an efficient software tool that allows them to logically store an electronic version of their statement, we’re thrilled to do it. It represents a significant part of what it means to be a Mosaik MasterCard cardholder. We are here to provide innovative and helpful solutions to make our customers’ lives better and, wherever possible, stress-free,” says BMO Bank of Montreal SVP of Card & Retail Payment Services, Mike Kitchen.

Since then, the standard Personal Finance version has been launched with Canada’s largest Cable DSL provider, one of North America’s largest check suppliers and two more of Canada’s Big 5 banks—with two of Canada’s largest financial advisory and insurance providers scheduled by year-end. In the U.S., the balance of the year will see the launch of a partnership with one of the country’s largest financial advisor membership portals as well as an innovative partnership with a major magazine market retailer.

Through these strategic best-of-breed partnerships, *OrganizeMY Electronic Filing Cabinet for Dummies* is set for exponential success in the U.S. Market that “will ultimately allow us to achieve our dream of seeing our software on every Microsoft Windows® XP and Windows® Vista™ desktop in the world,” says Schweizer. “It can be done because this is such an easy-to-use, functional piece of software, and we know that consumers will continue to be bombarded with more and more important e-documents, emails and paper documents that they know are important and have to be saved logically. We’re there to give them a stress-free and time-saving solution to that problem.”

Mr. Schweizer is an experienced product development, training, and sales management professional who brings with him the specialized knowledge and experience gained from a very successful 20-year career in the financial services industry, including tenure as VP of Customer Relationship Management at one of Canada’s “Big 5,” the five biggest banks that dominate the Canadian banking industry. Additionally, Schweizer has authored the children’s book *Kristy and the Clever Cash Cow*, a fantasy novel aimed at 8-11-year-olds, teaching them the value and responsibilities that go with having and wanting money. His accomplishments make him a natural for the financial information and organizational software market.

If you would like more information, to obtain a copy of the software for review, or to schedule an interview for press, TV, or radio with Michael Schweizer, CEO, please contact:

LS MEDIA PUBLICITY & PROMOTION
Lifestyle & Culture, Books, Wine

Liz Salapatras, LS Media Publicity
Office 718-440-9672/Cell 646-258-2053
liz@lsmediaevents.com

For additional information, contact:
Michael Schweizer, CEO
Org-Matters Solutions Inc.
416-454-6585
mschweizer@org-matters.com

Please consider the environment before you print this press release!

###