

The logo for Selkie Rescue, featuring the word "Selkie" in a large, stylized font with "RESCUE" underneath in a smaller, spaced-out font. A trademark symbol (TM) is to the right of "Selkie".

Selkie™  
RESCUE



TUGBOAT ENTERPRISES™

## ***Classic Private Eye Genre Sells Modern Selkie Rescue Software***

*Animation Brings Humor to Award Winning Program*

April 17, 2007

For immediate release – Whoever said that a little humor and a bit of tongue in cheek can't sell software didn't know about the power of animation and Selkie. This shown in Tugboat Enterprises' new animation "The Mystery of Selkie".

The animation highlights the award winning data recovery software *Selkie Rescue* [www.SelkieRescue.com](http://www.SelkieRescue.com) by using the classic private eye genre of the 1950's complete with Fedora hat, trench coat and a 1957 Chevrolet.

"It might at first blush seem counter intuitive that an animation in blue shadow tones, using a classic 1950's genre is the wrong medium to sell a state of the art data rescue program like Selkie," said Board Chairman Gordon Wilson, "but with such high competition for consumer traffic online we wanted something to catch the viewer's attention and this medium works, and works well."

The animation was scripted in house at Tugboat Enterprises and drawn by the talented people at LaughNetwork [www.laughnetwork.com](http://www.laughnetwork.com). The individual who lost his files due to a Window's crash is called Mike Rusoff.

"Selkie is an excellent companion for Mike Rusoff and Microsoft Windows users," Commented CEO Judi Tyabji Wilson with a smile. "Our message is clear; anybody who is using Windows should have a copy of *Selkie Rescue* in their desk drawer."

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Award-winning software start up Tugboat Enterprises, named as a "Tech company to watch in 2007", is focusing on expanding its award-winning **Selkie Rescue** software into a security suite with data recovery capabilities. Tugboat Enterprises is in its third year as a private software development company.

"We know that **Selkie Rescue** is a lifesaving tool for all laptop and PC owners," said V.P. Sales Nathan Potechin "We are working with companies that are keen to get our product in as many hands as possible. **Selkie** will soon be a household name"

*Selkie Rescue* is a bootable CD that is easy to use and affordable. *Selkie* is to data rescue what anti-virus is to computer protection. [www.SelkieRescue.com](http://www.SelkieRescue.com)

*Selkie Rescue* solves a major problem faced by more than 1 billion owners of PCs and laptops - lost data due to computer crashes from viruses or bad software. Instead of sending your computer or laptop to a repair centre and losing significant time & money, *Selkie* recovers your data within 10 minutes, using 5 mouse clicks or keystrokes - all for \$99.99. *Selkie Rescue Data Recovery* does not require Windows to be functional in order to recover data.

"*Selkie Rescue Data Recovery* is a valuable tool that frankly we believe should be included with every computer sold with a Windows application," said Vice President Sales Nathan Potechin. "It's not something you will need everyday, but when your system fails, and statistically we know at some point, usually when you need it most, it will, then you will be thankful you have *Selkie Rescue*. It is one of those critical programs that can save you a lot."

*Selkie Rescue* is available at [www.tugboatenterprises.com](http://www.tugboatenterprises.com) for US\$99.99. Enterprise and bulk licensing is available by contacting Nathan Potechin at 1-888-688-9199

#### *Selkie Rescue* System Requirements

Any Pentium or equivalent CPU (Intel, AMD) capable of running Windows 95 through Vista; 16MB available system RAM; VGA graphics chip and color monitor; CD-R drive and blank recordable CD required to burn the *Selkie Rescue* CD; any active network connected to the PC being rescued.