

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

Selkie™  
RESCUE



TUGBOAT ENTERPRISES™

February 6, 2008

## ***Selkie* gets Manager to Market her Online Presence** Wake Moving Across Pacific Caused by *Selkie*

*Selkie Rescue Data Recovery*, an innovative software utility, is taking the world of technology by storm. Matthew Bleicher has joined the team at Tugboat Enterprises to help *Selkie* do it. Judi Tyabji Wilson, CEO of Tugboat Enterprises Ltd., welcomes Bleicher to the team as Online Marketing Manager, as of January 2008.

Bleicher has been working professionally in the software industry since 1999. His career at Tucows.com, Inc, started with software reviews and progressed through a number of online specialized positions, including creation of HTMLStuff, a Tucows website that taught others how to create their own websites and Director, Quality Control where he was responsible for ensuring consistent online excellence.

“I am thrilled to join the skilled and dynamic Tugboat Enterprises team,” Bleicher said. “I am excited about the opportunity to help spread the word about *Selkie Rescue Data Recovery*.”

At Tucows Bleicher played a key role in the design and implementation of the Author Resource Center (ARC) which is used today by 15,000-plus software companies to promote and manage their software titles. He also designed an SEO program for Tucows, which helped place it at or near the top of relevant Google searches.

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“Matthew is an excellent new member of our team,” Judi says. “He brings a great deal of knowledge, experience, focus, and enthusiasm to Tugboat. I’m convinced that his skills will help us to move forward to introduce *Selkie* to the online world.”

Tugboat Enterprises Ltd. is a software development company that specializes in data recovery and file transfer software. The flagship product, *Selkie Rescue Data Recovery*, bypasses a non-functioning Windows operating system to safely and easily recover all your files in only three key strokes. *Selkie Rescue* has received several industry awards and international acclaim and is quickly becoming the preferred software for fast, secure data recovery when Windows stops functioning.

Other products by Tugboat Enterprises include *Selkie Quick File Transfer*, *Selkie Photo Recovery*, *Selkie Music Recovery*, and *Selkie Email Recovery* (the latter two slated for release in mid-February). A full security suite is in test stage and expected to be released this year.

See awards and reviews for *Selkie Rescue Data Recovery* at [http://www.tugboatenterprises.com/selkie\\_awards.htm](http://www.tugboatenterprises.com/selkie_awards.htm)