



## ***Tugboat Enterprises***

### ***Announces Launch of Innovative New Product***

#### ***Selkie Photo Recovery at PMA in Toronto***

*Data Recovery Specialists Launch Photo Recovery Software*

Power River, BC. September 21, 2007: Tugboat Enterprises Ltd, world leaders in data recovery software, today announced the launch of **Selkie Photo Recovery**, the latest in their award-winning line of Selkie software products. They will be showcasing their innovative new product at the Photo Marketing Association Exposition in Toronto, Canada on September 23rd through to September 25th.



**Selkie Photo Recovery** is a self-booting program that will by-pass a non-functioning Windows operating system to quickly and automatically locate and recover digital images that would otherwise be lost. **Selkie Photo Recovery** is available for purchase at [www.SelkiePhoto.com](http://www.SelkiePhoto.com) for only US\$59.99.

Designed with user friendliness in mind, **Selkie Photo Recovery** functions without the need for it to be pre-loaded onto a laptop or desktop PC, a feature that sets it apart from other recovery applications. Its self-booting feature allows it to be used as and when needed. The program CD fits into your camera bag to be easily on hand anytime your computer's operating system fails and traps the digital images stored there.

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Vice President Sales, Nathan Potechin stated, "Our digital recovery software is highly innovative and is sure to be a hit with both amateur and professional photographers who store digital images on laptop or desktop computers."

Set to be a leader in its field, **Selkie Photo Recovery** solves a major problem faced by millions of photographers and artists who store their work in digital form on desktop and laptop PCs – the loss of data due to computer crashes caused by viruses or bad software. Now, instead of needing to send a computer to a repair center, losing significant time and money, the use of **Selkie Photo Recovery** will recover trapped images and graphics within minutes, using only five mouse clicks or keystrokes - all for \$59.99. **Selkie Photo Recovery** does not require the Windows operating system to be functional in order to recover data.

"The beauty of this program is that it is dedicated to fast graphic and digital image retrieval," said Chief Technology Officer Jonathan Lyster. "It is a must-have utility for anyone who stores images or graphics on a laptop or desktop PC."

**Selkie Photo Recovery** is the latest in a line of Selkie software products that include the award winning **Selkie Rescue Data Recovery**, a comprehensive software program that recovers all files trapped behind a non-functioning Windows operating system:

[www.SelkieRescue.com](http://www.SelkieRescue.com)

#### **About Tugboat Enterprises:**

Tugboat Enterprises Ltd is a private software company focused on data recovery, disaster recovery, file recovery, file backup and file transfer software marketed under their Selkie trademark. Tugboat Enterprises Ltd is in its third year of operation and is a fast growing company that is rapidly expanding its product base.

Details of enterprise and bulk licensing prices for Selkie Photo Recovery and all other Selkie products are available by contacting Nathan Potechin, VP Sales, at 1-888-688-9199 or email to [nathan.potechin@tugboatenterprises.com](mailto:nathan.potechin@tugboatenterprises.com)