



Client: [TaveuniPalms.com](http://TaveuniPalms.com)

## **Fijian Honeymoon Resort Wins Prestigious Award; Cements Popularity with International Travelers**

*Resort voted 'Australasia's Leading Boutique Resort' at World Travel Awards 2010.*

TAVEUNI ISLAND, FIJI, October 07, 2010, Leading honeymoon destination, Taveuni Palms Resort in Fiji Islands, received the prestigious title of 'Australasia's Leading Boutique Resort' at the World Travel Awards 2010 regional finals, which were held in New Delhi on October 14, 2010.

The renowned event, hailed by the Wall Street Journal as the "Oscars of the travel industry", celebrates exceptional achievements of leading travel destinations, airlines, hotels, personalities and companies. The voting process involves more than 167,000 travel agencies and professionals worldwide casting their ballot. Graham Cooke, president and founder of the World Travel Awards, has said that winning a World Travel Award is the highest accolade anyone in the travel industry could hope for.

Owners and general managers of Taveuni Palms Resort, Kelly and Tony Acland, were honored to accept the award.

"Our dream has always been to create an exclusive honeymoon hideaway like nowhere else on earth," say Mr. and Mrs. Acland. "Our incredible staff at Taveuni Palms is dedicated to making the experience for our guests exceptional. It is this commitment that has enabled us to win this award."

### **About Taveuni Palms Resort**

Taveuni Palms Resort is a five-star villa resort located on Fiji's stunning Taveuni Island. The resort was re-opened in 2005 and has since built a name for itself as one of the most stylish and luxurious resorts in Fiji, offering an exciting new choice for the discerning traveler. Each luxury villa at Taveuni Palms sits on its own private acre of beachfront and boasts a private pool, beach and personal staff of seven, who are on call to provide the guests with exquisite food and wine, unsurpassed service and amenities, without compromising privacy.

Rates at Taveuni Palms Resort are all-inclusive and start at US\$1,195 for two. Visit [www.taveunipalms.com](http://www.taveunipalms.com) for more information.



## **Oil and Gas Services Company, Katch Kan Ltd., Invited to Prestigious Forum on Global Safety**

*Company CEO and President, Quinn Holtby, represents Katch Kan at conference.*

EDMONTON, AB/ October 20, 2010/ -- Edmonton-based oil and gas services company, Katch Kan Ltd., was recently invited to attend the International Regulators Forum in Global Offshore Safety held in Vancouver, BC from October 17-20, 2010.

Katch Kan's CEO and President, Quinn Holtby, represented the company at the exclusive event, which saw regulators and upstream oil and gas industry representatives come together to discuss strategy around aligning continuous safety and environmental improvement with increased safety culture. The conference, last held in 2007, holds particular relevance this year in light of the recent Timor Sea and Gulf of Mexico oil spills.

The Forum played host to around 200 delegates representing oil and gas companies from eight countries across the globe, and Katch Kan was a natural fit to attend, having engineered and patented two systems, the Rig Safety System and the Zero Spill Containment System. Both of these product systems have been carefully designed to proactively guard oil workers from severe, but all too common, injuries sustained in the field. The company's expertise in the field of rig safety prompted the Forum to invite Katch Kan to take part in joining other Forum delegates in taking the first steps towards an improved safety culture.

"It seems to me that this forum is serious about the safety of workers and protection of the environment," said Mr. Holtby. "These regulators are looking at processes that are being used around the world. Serious consideration is being given to the direction that is required to make sure worker safety is improved. Katch Kan's systems will be part of the solution."

For more information on Katch Kan and its products, visit [www.katchkan.com](http://www.katchkan.com) or [www.anyriganywhere.com](http://www.anyriganywhere.com).

### **About Katch Kan Ltd.:**

Katch Kan Ltd. is a global oil and gas service company providing rig safety and zero spill containment systems to the upstream oil and gas industry. Founded by Quinn Holtby in 1994, the company now operates in over 54 countries and is an ISO 9001, 14001 and COR certified company.

Katch Kan prides itself on achieving results by being reliable, responsible and responsive. Find out more information by visiting us online at [www.katchkan.com](http://www.katchkan.com) or [www.anyriganywhere.com](http://www.anyriganywhere.com).



Client: [AnsweringSpecialists.com](http://AnsweringSpecialists.com)

## **Answering Specialists, Inc. Launches New, No-Catch Pricing Arrangement for Businesses**

*Business owners can enjoy professional service at a groundbreaking price point with Answering Specialists, Inc.*

BONNERS FERRY, ID, February 28, 2011, Every company, no matter how large or small, knows that creating a good first impression is vital to business success. Answering Specialists, Inc., an answering services company that has been in business since 2005, knows this best and is launching a no-nonsense pricing arrangement to enable all business owners to put their best face forward.

Whether a company is a one-man show or a large corporation, it should be remembered that it is the person answering the phone who is very often the first representative of the business to a potential or new client. Using Answering Specialists, Inc. ensures a positive first impression every time, at a fraction of the cost of hiring a full-time receptionist.

Answering Specialists, Inc. ensures its services are accessible to all with its new pricing method, which represents a break away from the traditional pricing models used by most answering services. With no games, no hidden clauses and no catches, this new pricing strategy offers basic service starting at just \$19.95 a month. This package is inclusive of many features that other companies would add on at extra cost to the client, such as long distance charges within the US and Canada, messages sent to email or text, and all calls always answered live, 24 hours a day, 7 days a week. There is no requirement for minimum call volumes, no need for rollover minutes and there are no overage charges.

"This new pricing arrangement doesn't involve games of any type – just straightforward, easy-to-understand pricing," said Olaf Betat, Sales Manager at Answering Specialists, Inc.

For more information on Answering Specialists, Inc., its services and pricing plans, visit its website at [www.answeringspecialists.com](http://www.answeringspecialists.com).

### **About Answering Specialists, Inc.**

Established in July 2005 by President Tim Harlan, Answering Specialists, Inc. set out to provide local telephone answering services that make the caller feel as if they are speaking to a representative of the company they are calling, and not an answering service. This commitment to professionalism and quality service has helped the business grow from strength to strength. Clients are able to personalize their customers' experiences as Answering Specialists' operators are trained to each company's specifications on call handling. This ensures consistent, quality performance as operators get to know each company's clients and provide a highly personable service that gives businesses that all-important positive first impression.

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## **The HMU Community Offers Online Social Networking to People of Mixed Race and Culture**

*The HMU Community Inc. offers a unique social networking opportunity for families, couples and individuals of mixed race, heritage and culture.*

FARMINGVILLE, NY, July 28, 2011, The HMU (Happily Mixed-Up) Community is a novel type of community group that goes far beyond mere social networking. The HMU Community aims to offer a safe environment where families, couples and singles of mixed race, mixed heritage and mixed culture can find and connect with others who share their interests and lifestyles. It is hoped that members would share stories and offer and receive help, support and advice as needed. The HMU Community is unique in that it exists as a community-focused social media start-up; the main goal is helping people make connections and establish friendships with like-minded peers in a way that is nonthreatening and mutually supportive.

Unlike some social networking groups, The HMU Community really cares about its members. One of the many benefits of membership is the opportunity for profit sharing through new member referrals.

“Our message is: Help the community grow and the community in turn will help you,” says company founder and CEO Yasmin Sammarco. “Members can earn money while helping the online community to grow.”

The HMU Community provides an online platform where members can share news, personal anecdotes, photos and videos. There are discussion forums, news items of mutual interest and social events that may be of interest to members. Members can also write blogs for the online magazine or simply share their status, celebrate personal achievements, ask questions, share concerns or just join the online conversation.

The HMU Community should not be seen as a dating site; individuals are welcome but it is also for families, grandparents and even children who want to connect with and support one another. Nor is it limited to people of mixed race. The HMU Community is open to anyone who can benefit from the advice and connections available within the community. There is a nominal monthly charge for membership.

### **About us:**

The HMU Community Inc. was founded in July 2011 by Yasmin Sammarco. The HMU Community Inc. provides a unique and caring social networking service for people of mixed race, heritage and culture. Membership of the community costs \$14.99 per month.



## **Supply Chain Solutions Company SNS Chosen by Golden Food S.A.L. to Implement Warehouse Management System**

BEIRUT, LEBANON, August 14, 2011, SNS (Supply Network Solutions), the leading provider of supply chain solutions in the Gulf and Middle East, announces the signing of an agreement with Golden Food S.A.L. to implement a warehouse management system. Golden Food is a leading confectionery and fast-moving consumer goods company.

The warehouse management system will be implemented to handle an 8,000-square-meter warehouse in Hazmieh, Lebanon, which includes selective, double deep and drive-in racking and a temperature-controlled freezer. The warehouse stores confectionery and food items along with non-food items and diet products, with SKUs totaling around 10,000.

The receiving details will include batch numbers and manufacturing and expiry dates and the goods are handled using pallets, cases and pieces. Per day, around 50 orders are handled with each containing around 120 lines.

Closing orders can be processed from a handheld device in order to trigger the interface and generate the invoice. Integration with SAP Business One will be implemented.

### **About Golden Food:**

Golden Food S.A.L. is a 26-year-old foodstuffs distribution company that has grown, over the last quarter of a decade, to cover all regions of Lebanon, distributing both local and international brands from a large variety of countries.

Golden Food employs nearly 135 staff and works with brands such as Chupa Chups, Smint, ETI and Santiveri. Its website is located at [www.golden-food.com](http://www.golden-food.com).

### **About SNS:**

SNS (Supply Network Solutions) has offices in Dubai, Jeddah, Johannesburg and Beirut and its clients are similarly geographically diverse. SNS has a reputation within the market of supply chain services thanks to its track record of successful projects, from consulting and training to solution development, implementation, systems integration and support. SNS's expert team includes operational and technical consultants, highly knowledgeable in the supply chain and logistics industry.



Client: [FurongMagnet.com](http://www.furongmagnet.com) via Precise Marketing

## **Fu Rong Industrial Co. Ltd. Participates in Two Upcoming Exhibitions to Showcase Its Unique 3+ Magi Mags Magnetic Tape**

*Company's unique new product will be featured at international exhibitions in Shanghai and Hong Kong this fall.*

TAIPEI, TAIWAN, August 18, 2011, Fu Rong Industrial Co. Ltd., a renowned and award-winning magnet developer and manufacturer, will be demonstrating its latest products in two upcoming exhibitions. The first will be the Paperworld China – China International Stationery and Office Supplies Exhibition at the Shanghai New International Expo Center from September 21-23, 2011 (at Booth no. N5-F13) and the second show will be the Mega Show 2011 at the Hong Kong Convention and Exhibition Center from October 20-23, 2011 (in Hall 1 at booth 1A-F6).

Magnets attract; this is a basic law of physics that has not changed since ancient times. However, Fu Rong Industrial Co.'s Research and Development team *has* found a way to update and improve on the basic magnet with its innovative patented product: **3+ Magi Mags multifunctional magnetic tape**, which it will be showing at the abovementioned trade shows. This inspired product is ecologically friendly, produces minimum waste and is in accordance with environmental protection guidelines.

**3+ Magi Mags magnetic tape** does not need scissors; it can simply be torn to the desired length. The tape can be fixed to non-metal items with special adhesive that can be removed from most surfaces without damage. The black rubber magnets have colorful patterns on them making them very attractive. Other innovative products the company produces include magnetic bookmarks, magnetic message boards and magnetic anisotropy rings for fans and these will also be exhibited at the company's booth at the fall trade shows.

"Our magnetic products are innovative, attractive, safe and convenient to use," says Hans Wu, sales manager for Fu Rong Industrial Company Ltd. "We are looking forward to showcasing these products."

Fu Rong has achieved three 'firsts' in Taiwan: the first production of raw materials; first ISO certification and a Research and Development award for innovative inventions. Additionally, the company has won several international awards and patents in Europe, America, Taiwan, Japan, Korea and elsewhere. For more information, visit <http://www.furongmagnet.com>.



Client: [TotalFamilyDentalGroup.com](http://TotalFamilyDentalGroup.com)

## **Total Family Dental Group Welcomes New Pediatric Dentist**

*The Total Family Dental Group is delighted to welcome new staff member, Dr Sanah Sohrab, a specialist in pediatric dentistry.*

TORRANCE, CA, November 10, 2011, Dr Sohrab, a Southern California native, was inspired to study dentistry by his grandmother, who was a dentist herself. He graduated from UCLA in 2001 and received his Doctor of Dental Surgery degree from the University of Southern California School of Dentistry in 2005. Dr Sohrab is a board-certified pediatric dentist, having completed two years of residency at New York University and Hospital following his graduation from dental school.

During his residency at NYU, Dr Sohrab specialized in behavior management of children, IV sedation, hospital dentistry and interceptive orthodontics. He keeps himself up to date with the latest techniques through memberships of the American Academy of Pediatric Dentistry, American Dental Association and California Dental Association. Dr Sohrab's younger sister suffers from cerebral palsy; something that has helped to give him the ability to empathize with children and, most importantly, to make them feel at ease in the dentist's office.

"Having Dr Sohrab on our team allows us to expand our pediatric dental services," says Alex Mascola, COO of the Total Family Dental Group. "Pediatric dentists undertake an extra two years of specialized training, including child psychology, thereby ensuring that your child has a pleasant and stress-free experience from their very first dental visit."

Dr Sohrab lives in Glendale, CA with his wife, who is currently completing her own doctoral degree. In his free time, he plays the piano and santur and enjoys playing soccer. He is actively involved in the local community, volunteering with children's classes in the Burbank and Glendale areas.

Pediatric dentistry is very important to the Total Family Dental Group; as our name suggests, we offer high-quality, comprehensive dental care to the whole family from infants to seniors. Dr Sohrab has been serving the needs of young patients in Southern California for some years and we are happy to benefit from his experience as a pediatric dentist in our Torrance practice.



Client: [ApuliaPropertyDesign.it](http://ApuliaPropertyDesign.it)

## **Apulia Property Designs Explains the Benefits of Owning a Holiday Home**

*Property design and management company based in Puglia, Italy, details the many benefits of owning an investment property.*

PUGLIA, ITALY, Wednesday, November 30, 2011, There are numerous advantages to owning a holiday home. Investing in a holiday property can help you reap financial rewards and improve your lifestyle.

### **Is it a hassle?**

The hassle involved in the upkeep of a holiday home is minimal when you hire a management company to look after your property for you. This is a necessity as the company will be located in the same region as your property, allowing for quick handling of any problems.

### **Is it expensive?**

The cost of hiring such a company, as well as investing in the property itself, can easily be covered if you rent out your property when you're not using it. Short-term holiday rentals offer tourists a welcome alternative to expensive and impersonal hotel suites and are especially popular with families and groups of friends travelling together.

### **What do I get out of it?**

Of course, the primary advantage of owning your own holiday home is the fact that you are able to enjoy the use of an available, familiar and loved home without any additional expense. This gives you the freedom to vacation more often and with less expense.

For holiday homes in Puglia and Puglia property management services, simply contact Apulia Property Design at [info@apuliapropertydesign.it](mailto:info@apuliapropertydesign.it).

### **About Apulia Property Design**

Apulia Property Design was launched by three local professionals – Annalisa Bruno, Daniele Corsaro and Donato Soleti – who combine many years of individual professional experience to provide support for clients looking for Puglia homes for sale or dreaming of a perfect restored or custom-built home in this beautiful region.

For more information, visit us online at [www.apuliapropertydesign.it](http://www.apuliapropertydesign.it) or email us at [info@apuliapropertydesign.it](mailto:info@apuliapropertydesign.it).

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Client: [MyAppWebsite.com/RemyLearnsSounds](http://MyAppWebsite.com/RemyLearnsSounds)

## **RemyLearnsSounds, a Mobile App Launched by T3K Dad, Inc., Educates and Entertains Young Children**

*Mobile app encourages the use of modern technology in enhancing children's early educational development.*

SPRINGFIELD, MA, December 17, 2011, Children as young as four years old can benefit from T3K Dad, Inc.'s newest educational mobile application, RemyLearnsSounds.

The app was developed by the mobile application company to help educate children while entertaining and stimulating their aural and visual senses simultaneously. It is widely known that hearing is the first sense to fully develop in children. RemyLearnsSounds is an excellent tool to use in fostering this development.

The app plays sounds while displaying matching images, teaching children to associate the sounds with the appropriate object. For example, they might hear a dog barking while looking at a photograph of a puppy, or hear a guitar strumming while seeing the instrument onscreen.

"Kids learn best through visual stimulation and entertaining methods that keep them engaged," explains Zachary Lamour, president of T3K Dad, Inc. "The interface of this app is very straightforward and the images are larger than life, so it really appeals to children and captures their attention."

There is no need for parents to be concerned about the quality of their child's entertainment - with RemyLearnsSounds children can have fun and learn skills critical to their early development.

The iOS app can be used on an iPhone, iPad or iPod Touch and costs just \$1.99 in the App Store. It requires 13.4 MB of space.

For more information, visit <http://www.myappwebsite.com/remylearnssounds>.



Client: [CIACoach.com.au](http://CIACoach.com.au)

## **Programme Following the Journey of Three Coaches and Their Clients is Ideal for Radio Production**

*CIA Coach Darleen Barton and her team pitch the opportunity for a scintillating radio show that takes the audience into the world of life and business coaching.*

ACT, AUSTRALIA, February 01, 2012 – There's so much more to coaching than most people think, and this is exactly the message that CIA (Confidence in Action) Coach Darleen Barton wants to communicate through the production of a radio meme depicting the journeys of three coaching clients.

Providing audiences with full-frontal exposure to coaching sessions and the everyday struggles and realizations of both life coaches and their clients, this insightful series is sure to be an audience favourite.

"I see the show following our coaching team as they assist three different clients, showcasing the client prior to the start of coaching sessions and following them through the sessions, ultimately recording a follow-up to see how the client felt coaching assisted them in their life," Ms Barton suggests. "The show will be popular with audience members across the board, whether they have an interest in coaching or they have never heard of it before."

When choosing the clients to be featured, Ms Barton suggests showcasing clients with very different issues in order to appeal to a wider range of listeners. "People will want to follow the process all the way through if they relate to the issue that a client is dealing with, or if they know someone close to them who is dealing with that same issue," she explains. Ms Barton's coaching company includes life coaching, business coaching, recovery coaching and weight coaching, and three of these specialties could easily be featured on the programme, based on what producers thought would be best received.

Past clients whose stories could be featured include a married couple looking to sell their business. Several attempts at selling had fallen through, yet after just weeks of coaching the couple had an offer on the table and were able to complete the sale of their business and move on to their next venture.

Another inspirational story comes from a long-suffering wife who was constantly sacrificing her own wants and needs for her husband's career and for her family. Defining herself by her role as a mother and a wife took away from her own sense of self-worth; coaching enabled her to rediscover this and improve both her personal and family life.

To discuss the opportunity for this radio presentation in further detail, please contact Darleen Barton of CIA coaching at [info@ciacoach.com.au](mailto:info@ciacoach.com.au).

Website: <http://www.ciacoach.com.au>

About CIA and Darleen Barton:

CIA (Confidence in Action) was founded in 2008 by coach Darleen Barton, a member of the International Coaching Federation and a Certified International Coach. Darleen's education and experience spans the business, human resources, architecture and healthcare industries. She is also a mother, and applies the skills learned from all of these different life experiences to her coaching for the benefit of her clients.

For more information, visit [www.ciacoach.com.au](http://www.ciacoach.com.au).

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Client: [OrendaRetreats.com](http://OrendaRetreats.com)

## **Orenda Retreats Offers One-of-a-Kind Getaway**

*Newly opened retreat offers life-enhancing three-day getaway with unique range of activities.*

PETALUMA, CA, March 8, 2012, Orenda Retreats' one-of-a-kind facility is the newest in the area and offers an extensive variety of activities. The three-day getaway offers participants the opportunity to reconnect to their power within through a combination of outdoor activity and inner work and relaxation. "Orenda" is an Iroquois word for the supernatural force, which they believed was present, in varying degrees, in all people and which was the spiritual force through which all human achievements were attained.

"Orenda Retreats provides a space to breathe and reconnect with your quiet strength within," says founder Jill Harrison. "You can find your own path here."

Jill is a registered dietitian with a passion for healthy food; her philosophy is to eat natural whole foods with lots of variety. Chef Eric is Cordon Bleu trained and cooks with food from sustainable local farms; guests will enjoy delicious, nourishing meals. Eric and Jill can show you how to eat for optimum health and to avoid inflammation.

Orenda Retreats also enjoys the services of Wendy Prusso, a spiritual healer and progression coach. Wendy forges an intuitive connection with her clients, who come from all walks of life. All practitioners at the retreat are from the locality.

Situated one-hour's drive north of San Francisco, on the picturesque waters of Tomales Bay, the retreat is surrounded by stunning scenery. Participants can enjoy an unparalleled range of activities: spiritual healing workshops, nutrition and cooking classes, yoga and meditation, hiking and beach walks and deep tissue massages.

Orenda Retreats offers two programs: Women Within and Couples Retreat. All-inclusive prices start at \$950 (double occupancy) or \$1250 (single). Accommodation is in either a lovingly renovated house with a lawn that slopes down to the bay (Women Within) or a charming bed and breakfast establishment in the town of Point Reyes Station (Couples Retreat). For more information, please visit [www.orendaretreats.com](http://www.orendaretreats.com)

### **About us:**

Orenda Retreats was founded by Jill Harrison in January 2012. Jill has a passion for healthy eating and cooking and finds inner strength through yoga, meditation and the outdoors. The retreat is located on the beautiful Marin coast and offers guests the opportunity to access their own inner power.

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**Client: Puget Sound Computers**

**Puget Sound Computers Launches IT Support Services to Healthcare Providers in Washington State**

*Experienced technology support business offers services in King and Snohomish counties.*

EVERETT, WA, March 11, 2012, Puget Sound Computers now offers IT services, technology planning, support and project management to healthcare providers in both King and Snohomish counties. While new to the area, the company has more than 20 years' experience providing technological support to businesses. Puget Sound Computers supports healthcare providers, both medical and dental, with services such as network management, backup, disaster recovery and technology support and training.

With their IT needs outsourced to Puget Sound Computers, businesses can relax, knowing that their technology requirements are in good hands. Having IT needs outsourced saves money; there is no need to have an IT specialist on staff and expenses are set ahead of time with a flat rate budget. Also, with 24/7 service, problems are resolved quickly, leading to less downtime. Puget Sound Computers offers infrastructure protection so that every business's network and devices are always secure; its service includes backup and disaster recovery planning and implementation.

"We offer high-level business services and solutions at prices that are affordable, even for small businesses," says founding partner Sean Bravener. "Years of experience in this business have helped us develop best practices and workflow procedures; our philosophy is to allow clients to focus on their business, not on their technology."

Puget Sound Computers offers a flat rate, 24/7 support system that includes unlimited help desk support, remotely, for a business's entire staff. Having a proactive plan in place means that businesses no longer need to worry about backup, system failures or regular updates. Puget Sound Computers offers complete peace of mind, eliminating IT issues before they cause expensive problems.

**About Us:**

Puget Sound Computers has served businesses in the Everett area since 2010 and offers comprehensive IT support to healthcare providers. Its philosophy is to take care of technology needs, leaving clients free to focus on their business.



Client: [Osellus.com](http://Osellus.com)

## **Osellus Mobile Launches New App Aimed at Reducing Pilot Error**

*The m-Safety iPhone app offers accessible, short courses in aspects of pilot safety and awareness.*

TORONTO, ON, April 22<sup>nd</sup>, 2012 – Osellus Mobile has released a new app, m-Safety, designed to supplement the annual safety training of airline pilots while also extending this training to general aviation pilots in an affordable and accessible way.

“Good pilots need both the technical skills required to fly an aircraft and the non-technical “safety” skills required to manage outside-the-box challenges,” says Suzanne Kearns, Assistant Professor, Commercial Aviation Management program at Western University. “The technical skills developed through flight training do not fully address the primary cause of aviation accidents – pilot error.”

Pilot error accounts for 70% of airline accidents and a staggering 97% of general aviation accidents. Airline pilots generally benefit from annual safety training in a classroom, training that is not usually available to other pilots. However, studies show that, even when classroom training is received, only 40% of the information taught is retained eight hours later – just 20% one week later. Frequent repetition is necessary to ensure retention. The m-Safety app offers a range of training modules broken down into ‘short-snap’ courses, each of which is only about five minutes long, enabling pilots to remember more over a period of time. For those pilots who do not have access to annual classroom sessions, modules can be covered over a number of weeks using the app.

The m-Safety app has modules on Fatigue, Threat and Error Management, Decision Making, Communication and Situation Awareness; all modules include interactive quizzes and accident reports. Time Tracking m-Safety keeps track of the time each user spends completing the snap-courses, tracking their progress on a progress summary screen. Once all the snap-courses in a module have been completed, users will have access to a multiple-choice examination and, once this is passed, a personalized certificate of completion is emailed.

“This app has huge potential in terms of increasing airline safety through improved pilot training,” said Omid Hodaie, CEO of Osellus Mobile. “The m-Safety app allows pilots to access short courses in five-minute intervals, wherever they happen to be, on their iPhones.”

The m-Safety app was created by aviation safety researchers and is owned by Western University in Canada; proceeds from its purchase go towards funding future research. For more information, please visit <http://tiny.cc/auo0cw>.

### **About Osellus Mobile:**

Osellus Mobile is a division of Osellus Inc., a Toronto-based software development company founded in 2001. It is a leading provider of mobile development solutions for the enterprise market.

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Client: [ManzanitaCreek.com](http://ManzanitaCreek.com)

## **Manzanita Creek Winery Celebrates 10 Successful Years**

*Sonoma County winery celebrates 10 years in business.*

HEALDSBURG, CA, June 29, 2012, Manzanita Creek Winery is celebrating 10 years in business. Brothers Jack and William Salerno opened the winery in 2002 and after being in operation only two years, they created a wine that made the San Francisco Chronicle's top 100 list. Since then they have gone from strength to strength, creating award-winning wines that are among the best Sonoma County has to offer.

The brothers' entrepreneurial spirit led them into the winemaking business, undeterred by the fact that neither had any previous experience in the industry. Completely self-taught, the brothers set out to create their own winemaking style.

"William and I are born entrepreneurs," says Jack Salerno. "We always saw a need for things done a better way... our way. We have learned not to rest on our laurels. Our goal is to be the best at what we do, and deliver a product that is worth well over what the customer pays."

Their methods may be unorthodox, but their wines have achieved success more quickly than those produced by far more experienced winemakers; demand for their Zinfandel alone increased from 350 cases to almost 20,000 cases between 2002 and 2011. The brothers credit their friends for their continued success, even throughout the recession. They have been able to keep producing wines through the use of angel investors, who stepped in when the banks were no longer prepared to take the risk.

Located in Healdsburg, in the northwest Sonoma valley, Manzanita Creek Winery is not your average Napa/Sonoma valley winery. It does not share the beautiful scenery and rows of vines characteristic of so many wineries in the region but is located in a light-industrial center, giving rise to the winery's slogan, Great Wines... No Scenery... Never Boring.

"Find the best grapes and make the best wines," says Jack. It is a policy that has clearly paid off. Manzanita Creek offers: Zinfandel, Petite Sirah, Pinot Noir, Cabernet Sauvignon, Syrah and Chardonnay, all made from the best local grapes. For more information, or to order some of Manzanita Creek's fine wines, please visit <http://www.manzanitacreek.com>.



Client: [SublimeDesigners.com](http://SublimeDesigners.com)

## **Sublime Designers Launches Range of Organic Bath and Body Products**

*Design company launches new range of natural, organic bath and body products.*

TUCSON, AZ, August 23, 2012, Sublime Designers is delighted to announce its new range of organic bath and body products. The range will include: lotions, lip balms, bath salts, body spray, face cream, face masks, face cleansers and nail polishes, all at very reasonable prices.

Sublime Designers is the creation of Sabrina de Ceault, who opened the online store in 2009 to reach a wider audience for her custom, handmade jewelry. She has a passion for designing unique articles and is now branching out with a range of bath and beauty products. True to her beliefs, Sabrina offers only affordable, natural, organic products. For example, her body lotions - made from either yogurt or goats' milk and each designed to give soft, silky skin - retail for a fraction the price of designer lotions. Her bath salts include Dead Sea salt, Epsom salts and Himalayan salt and her face masks, all packaged in Tucson, are manufactured with a variety of natural clays and mud and contain only natural ingredients. Sabrina even grows some of the ingredients in her own backyard.

"At Sublime Designers we believe in offering the finest customer service and using the finest quality ingredients," says owner Sabrina de Ceault. "All of our bath and beauty products are 100% natural and offered at highly competitive prices. Everyone deserves some self-indulgence, so I have created a product line that will help wash away the daily stresses in our lives."

In addition to her online store, Sabrina has a Tucson boutique where local customers can sample her products.

For further information, or to order from Sublime Designers' new product range, visit [www.sublimesdesigners.com](http://www.sublimesdesigners.com).



Client: [Texifter.com](http://Texifter.com)

## **Texifter and Columbia University Launch New Gnip Data Feeds**

*New collaboration brings greater social data coverage to research, education, and commercial users.*

AMHERST, MA, November 6, 2012, Texifter, a text analytics start-up, is launching access to two new major blog data streams as part of its collaboration with Columbia University: the WordPress fire hose, which gives access to every comment or post on every WordPress blog, and the Disqus PowerTrack, both provided by Gnip, the world's largest provider of social data.

"We provide the tools that allow Fortune 1000 companies and market research firms to analyze the massive amounts of unstructured data available from blogs, social media sites, surveys, and email," says CEO Dr. Stuart Shulman. Dr. Shulman is also a political science professor and director of the Qualitative Data Analysis Program (QDAP) at the University of Massachusetts Amherst. "We are excited about the collaboration with Columbia University and the acquisition of two vibrant and important blog data streams."

Texifter provides cost-effective web-based software for text analytics using unstructured data. Its flagship product, DiscoverText, is a cloud-based software solution that supports advanced filtering, clustering, human coding, and machine learning with unstructured text data. Commercial enterprises, education institutions, and government agencies use DiscoverText for storing and sifting through large amounts of social media data from sources like Facebook, Twitter, and Google+. DiscoverText users develop custom, reusable machine-learning text classifiers, which provide fast and valuable insights. The text analytics process reveals common themes in unstructured data as well as unique, infrequent, or unanticipated findings.

At Columbia University, researchers are utilizing these data to study the role of opinion leaders and other intermediaries in the spread of news links via social media.

"By using DiscoverText and Gnip data streams," notes Dr. Augustin Chaintreau of the Computer Science Department, "we understand this behavior better and can model the role of social networks in creating contextual meaning around important news events."

Founded in 2009, Texifter's current clients include: Google, Volvo, QVC-UK, the National Library of Norway, the US Fish and Wildlife Service, and the Comptroller of the Currency.

*Please note: Most companies seeking web copy have their websites under development or are planning on making future changes, so our copy may not be reflected yet on their site.*





Client: [OfftheCloset.com](http://OfftheCloset.com)

## **Off The Closet Announces Launch of Online Store**

*Online vintage clothing store will launch in January.*

MIDWAY CITY, CA, January 23, 2014, Off The Closet is proud to announce the January launch of its online store, OffTheCloset.com. Off The Closet offers high-end vintage and modern fashion aimed at confident young women who want to make a statement while looking fabulous and showcasing their figure. Off The Closet clothes are personally selected for both trendiness and quality; the company searches for the best deals on a daily basis so its customers can access chic, fashionable clothing for every occasion without breaking the budget.

“Our clothes are designed for fashion-conscious young women who have a healthy appetite, live life to the full – probably enjoying travel and interior design – and who appreciate attracting admiring looks without spending a small fortune,” says CEO Nour Rahhal. “Off The Closet – find the magic of vintage!”

Off The Closet initially started out as a one-person business with as few as 200 products on its site. It quickly grew to a company with thousands of products: clothing, jewelry, shoes and accessories, and was trademarked in 2013. Founder and CEO Nour Rahhal is an Industrial Engineering student at California State Polytechnic University, Pomona who has applied her expertise and devotion to fashion to her business. Her passion for vintage and bohemian fashion was the inspiration for the brand.

Off The Closet offers everyday free shipping on all orders. The store also offers a ‘Shop by STYLE’ option where customers can find specific styles such as: Bohemian, Vintage, Indie Rock, or Modern. The company donates a percentage of its annual sales to both the Red Cross and Doctors Without Borders so customers know that every purchase they make helps save lives.

Visit Off The Closet today to see the remarkable range of fashionable clothing and accessories.