

Press Kit: The Magic Highlighter

Table of Contents

This archive contains the following resources for your convenience:

- [App Details](#)
 - [App Name](#)
 - [App Release Date\(s\)](#)
 - [Apple App ID](#)
 - [App Download Link](#)
 - [App Pricing](#)
 - [App Categories](#)
 - [App Privacy](#)
 - [Supported Devices](#)
 - [Product Website](#)
 - [Other Resources](#)
- [Developer Information](#)
 - [Developer Name](#)
 - [Developer Introduction](#)
 - [Developer Team](#)
 - [Caleb Hailey \(Co-Founder, Product\)](#)
 - [Brooke Hailey \(Co-Founder, Marketing\)](#)
 - [Developer Website](#)
 - [Developer Profiles \(Social Media\)](#)
- [Icons](#)
- [Media \(Screenshots & Videos\)](#)

App Details

App Name

The Magic Highlighter

App Release Date(s)

- Launch (version 0.4): February 14, 2023 ([more](#))
- Version 0.5: February 22, 2023 ([more](#))
- Version 0.6: March 9, 2023 ([more](#))

Apple App ID

1663033087

App Download Link

<https://apps.apple.com/app/the-magic-highlighter/id1663033087>

NOTE: Please [contact us](#) for TestFlight invites or free download codes (for use by press personnel only).

App Pricing

\$1.99 USD (Paid; Universal Purchase w/ Family Sharing)

App Categories

- Productivity
- Utilities
- Safari Extensions

App Privacy

Data Not Collected. The developer does not collect any data from this app.

Supported Devices

- Mac (macOS 10.14+)
- iPad (iPadOS 14+)
- iPhone (iOS 14+)
- iPod Touch (iOS 15+)

Product Website

<https://themagichighlighter.com>

Other resources

- ["Free SWAG"](#) (offer)
- ["Introducing The Magic Highlighter"](#) (blog post)
- ["The Top 5 Keyboard Shortcuts for Mac and iPad"](#) (blog post)
- [Mastodon announcement post](#) (social)
- [Product Feedback](#) (issue tracker)

Developer Information

Developer Name

Herd Works Inc

Developer Introduction

Herd Works is a new independent app developer that is building **"Pocket-worthy productivity tools for the human herd"**. The company was formed in November 2022, and is focused on delivering productivity apps for the iPhone, iPad, and Mac platforms. The company's first app is called The Magic Highlighter, a novel new Safari Extension that automatically highlights was release in February 2023. The company is planning for two more app launches this year, including another Safari Extension.

Herd Works is based in Portland, Oregon and was Co-Founded by Caleb Hailey, the former Co-Founder & CEO of Senu, Inc (acq. Sumo Logic). The company is currently bootstrapping and plans to remain independently funded (no institutional investors).

Learn more: <https://herd.works/blog/starting-up/>.

Developer Team

Herd Works was founded by a husband and wife duo, Caleb & Brooke Hailey.

Caleb Hailey (Co-Founder, Product)

Caleb is a 15-year ~~veteran~~ student of the technology industry, during which time he has raised over \$15M in venture capital and piloted his first tech startup to a successful exit (acquisition). Before Co-Founding Herd Works, Caleb was a Senior Director of Product at Sumo Logic, Co-Founder and CEO at Senu Inc (acquired by Sumo Logic), Partner & President at Heavy Water Operations LLC, and Director Product Development at Novitas Data.

- **Email:** caleb@herd.works (or caleb@herdworks.com)
- **Mastodon:** <https://mastodon.social/@calebhailey>
- **Twitter:** <https://twitter.com/calebhailey>
- **LinkedIn:** <https://www.linkedin.com/in/caleb-hailey/>

Brooke Hailey (Co-Founder, Marketing)

Brooke is a 15-year veteran of the retail industry. Over half of her career was spent on a successful entrepreneurial stint bootstrapping a family-owned children's clothing boutique in which she held such roles as buyer, merchandiser, event marketer, and manager. Before Co-Founding Herd Works, Brooke was most recently a Personal Stylist at Nordstrom, and Manager at Spoiled Rotten.

- **Email:** brooke@herd.works (or brooke@herdworks.com)

Developer Website

- **Homepage:** <https://herd.works> (or <https://herdworks.com>)
- **Blog:** <https://herd.works/blog>
- **Tags:** <https://herd.works/tags>
- **RSS Feeds:**
 - <https://herd.works/blog/index.xml> (all posts)
 - <https://herd.works/tags/announcements/index.xml> (Announcements)

Developer Profiles (Social Media)

- **Mastodon:** <https://mastodon.social/@herdworks>
- **YouTube:** <https://youtube.com/@herdworks>
- **TikTok:** <https://tiktok.com/@herdworks> (coming soon)
- **Instagram:** <https://instagram.com/herdworks>
- **Twitter:** <https://twitter.com/herdworks>
- **GitHub:** <https://github.com/herdworks>
- **LinkedIn:** <https://www.linkedin.com/company/herdworks/>

Icons

See attached `/icons` directory for app icon resources.

Media (Screenshots & Videos)

See attached `/media` directory for screenshots and video resources.

NOTE: all videos on <https://herd.works> and <https://themagichighlighter.com> are available to download in full resolution by right-clicking on the video; copies of the same videos are also available on the Herd Works YouTube channel (e.g. for linking to and/or embedding on external websites).