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The Insider:

AN ORCA RINGTONE: Now, you can annoy your co-workers with an entirely new kind of ringtone.

The Center for Biological Diversity -- a non-profit organization that is devoted to protecting endangered species -- has begun offering free ringtones from the calls of about 40 animals, including the Beluga whale, the Oregon spotted frog and the Western burrowing owl.

Sick of hearing Public Enemy or The Clash on your phone? Try the blue-throated macaw, whose loud cackle is sure to notify all in the vicinity that an important call is waiting.

The animal ringtones are provided through Myxer, not to be confused with Seattle ringtone provider Mixxer. Find them at rareearthtones.com.

P-I reporters Craig Harris, Todd Bishop and John Cook contributed to this edition of The Insider, the P-I business staff's weekly compendium of quips, quotes, observations, asides, tidbits, weird facts and gossip.