

For Immediate Release
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CLARIFIRE COMMUNITY™ APP NOW AVAILABLE TO REALTORS AND OTHERS FOR DOWNLOAD

June 2, 2012- Clearwater, FL- eMason, Inc., producer of Clarifire®, the leading web-based business process automation platform, announced today that its CLARIFIRE COMMUNITY™ mobile app was accepted by Apple® and is now ready for downloading. Configured for the financial services industry to address the need for on-demand workflow relating to real estate short sales, troubled loan work outs and foreclosure prevention, CLARIFIRE COMMUNITY™ enables Realtors®, homeowners, loan servicers, and others direct access, on one secure platform, to all relevant data about specific loans and properties. Documents, images, and communications can now be exchanged and retrieved at any time from Apple devices like iPhone® and iPad® and automated workflow is generated.

"We wanted the invaluable resources of CLARIFIRE COMMUNITY™ to be available to all the players involved in loss mitigation, 24/7, on a mobile device," CEO Jane Mason explained. "So many of the efforts to stem the chaos in the mortgage industry are time sensitive and this product allows meaningful progress to be accomplished on the fly."

Promoted as the answer to new requirements that homeowners be assigned single points of contact to work on their loans, eMASON stresses that this mobile application also assures that contacts among homeowners, Realtors, and decision makers are captured, documented and maintained. Problems inherent in not having up-to-date information about a loan, a workout or short sale, are avoided since the app makes real time fact gathering and decisioning the norm.

"Loan-related documents can now be downloaded, signed and uploaded and remain accessible in one place, users can see the status of and communicate about loan and properties on their own schedule, and automated messaging and alerts reveal missing documentation or stale calls." Mason said. "We're very excited."

About eMASON, Inc.

eMASON, Inc. is a Women Owned Business Enterprise located in Clearwater, Florida. Its clients include Fortune 500 companies and the largest investors in the U.S financial services industry. eMASON is among the nation's 500 fastest-growing private companies, according to Inc. magazine. The company was named 2011 Technology Company of the Year by the Tampa Bay Technology Forum and was a recipient of the Tampa Bay Business Journal's 2011 Tampa Bay "Fast 50" Awards. For more information, visit www.eClarifire.com.

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