

For Immediate Release
Contact: Stacie Hawkins, Media Relations, 866.222.3370

eMASON's CLARIFIRE ® Application to Automate Preferred Loss Mitigation Strategies (PLMS Clearinghouse) Process

June 1, 2012- Clearwater, Florida- eMASON, Inc. announced that eMASON's CLARIFIRE technology will now be used by the top 40 mortgage servicers and other users involved in the nation's largest GSE project using the PLMS Clearinghouse processes to connect directly for mortgage insurance company escalations, 2nd Lien escalations, valuation disputes, and Short Sale Assistance (SSAD). This means that for the first time, participating MLS Realtors and servicers have access to a secure automated workflow application to manage loss mitigation processes. SSAD will also deploy CLARIFIRE COMMUNITY™, a feature of CLARIFIRE that lets Realtors submit escalations, communicate, upload documents, and receive automated notifications of the status of their escalations until resolution, in real time, from their desktop or any mobile device. The CLARIFIRE COMMUNITY app is now available for download, enabling secure access to CLARIFIRE anywhere.

According to eMASON's president, Jane Mason, "CLARIFIRE will not only automate the current intake and workflow processes but will also allow Fannie Mae to upload loan information in bulk with the touch of a button through another feature called CLARIFIRE QUICK." She added, "Qualified Users can also extract data stored inside the CLARIFIRE application for easy and accurate reporting."

By embracing this technology, users avoid having to manually validate loan information, as CLARIFIRE will automatically validate loan details before the escalation can be sent to the nation's largest GSE. Automated launching of the PLMS process (workflow) upon submission by the servicer or Realtor saves critical time as does the automatic assignment of the submission to the appropriate party based on workload or business rules. Quality control and transparency are maximized as all participants in one platform, provide information needed to execute PMLS, assisting in the resolution of more escalations, and saving more homes.

About eMASON, Inc.

eMASON, Inc. is a Florida-based certified Women's Business Enterprise whose 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. Brighter Automation.

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Media Contact:
Stacie Hawkins
Media Relations
eMASON, Inc.
866.222.3370
info@eclarifire.com