

For Immediate Release
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The New Look of Clarifire®

February 17, 2012- Clearwater, FL- eMason, Inc., producer of Clarifire®, the leading web-based business process automation platform in the financial services industry, is excited to announce phase one of its new branding for 2012. Since the Clarifire the technology has gained the reputation as being the most versatile, reliable and efficient web-based application available today, “we wanted to better capture that spirit of innovation in a new look and tagline,” said Jane Mason, eMASON’s CEO.

The Clarifire team envisioned a logo that would capture their role as trailblazers in web-based process automation, while also communicating their principle of simple, yet elegant design solutions. In tandem with the logo is a new tagline: “Brighter Automation.” Taking a cue from the name which incorporates “Clar” for clarity and “Fire” which suggests innovation, brightness and energy, the logo design and tagline is as simple as the product which embodies uncomplicated sophistication. “Our clients demand forward-looking solutions,” Ms. Mason added, “and we believe this look captures nicely how Clarifire shines light on and ignites business processes in a very complex and fast paced marketplace.”

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About eMASON, Inc.

eMASON, Inc. is a Women Owned Small Business (WOSB) 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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