

For Immediate Release

Contact: Stacie Hawkins, Media Relations, 866.222.3370

eMASON'S CLARIFIRE COMMUNITY™ MOBILE APP NAMED FINALIST FOR MORTGAGE TECHNOLOGY AWARDS 2012

August 14, 2012, St. Petersburg, Florida – eMASON, the company that created CLARIFIRE COMMUNITY, a mobile aspect of the industry facing portal with features of its powerful CLARIFIRE® process automation technology, today announced it has been named a finalist for Mortgage Technology Magazine's Mortgage Technology Awards 2012. The company is one of three finalists for the "Harnessing Mobile Award" which MT says is given to "commend the development and implementation of mobile technology in the mortgage industry."

"The CLARIFIRE COMMUNITY mobile app not only saves time and money by letting mortgage industry stakeholders like borrowers, Realtors®, investors and servicers communicate with each other from anywhere in one secure site," eMASON's CEO and President, Jane Mason explained, "it modernizes how the industry gets work done." She added, "we are thrilled to be named a finalist because that means the industry is as excited about this mobile app as we are."

CLARIFIRE COMMUNITY is a robust, yet simple-to-use mobile app. Users have on-demand access to information about loans like such as status of a workout, and can share documents and request or respond to requests for information without being tied to a desk. All communications are tracked and actions are saved and viewable in one place, at any time, day or night. "We have gone well beyond providing a passive tool that merely lets users submit payments or check account balances, by delivering a portable means of conveniently accessing and exchanging documentation, conducting multi-level communications, and accomplishing real-time decisioning, and getting work done — all at the touch of an iPhone® or an iPad®." Mason added. The winners of the awards will be announced in Chicago on October 21, 2012.

About eMASON, Inc.

eMASON, Inc. is a Florida-based Women-Owned Small Business (WOSB) and producer of CLARIFIRE®, the leading web-based business process automation platform. Its clients include Fortune 500 companies and the largest investors in the U.S financial services industry. eMASON 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.

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