

For Immediate Release

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CLARIFIRE® FINDS A NEW HOME

July 30, 2012 - St. Petersburg, Florida eMASON, Inc., the company behind the dynamic process automation technology, CLARIFIRE, has moved from Clearwater to St. Petersburg, more than doubling its space with a nearly 41,000-square-foot lease at the Roosevelt Technology Center.

The move allows the entire company to have contiguous space in one building instead of being split up as it was before.

Scaling to keep pace with the demand for its web-based CLARIFIRE product line, eMASON has hired 69 people since January and 100 during the past 12 months with new hires continuing to come onboard almost every week, said Chief Operating Officer Mark Goldman.

"We definitely wanted to stay in Pinellas county where we got our start," Goldman said. The new location is between Interstate 275 and Gandy Boulevard in the Gateway submarket allowing the CLARIFIRE team to recruit talent from the entire Tampa Bay area.

"Our employees deserve a great workplace to call their home away from home," said Jane Mason, CEO, eMASON. "We built our exciting new space with this in mind." The address is 11399 16th Court North, Ste. 100, St. Petersburg, FL 33716. The phone numbers have stayed the same.

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. 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.

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