

eMASON Changes Domain Name to eClarifire.com to Reflect Strength of the Clarifire® Application Brand

Clearwater, Florida - March 7, 2011 – eMASON, Inc. is proud to announce that we have changed our corporate domain name to www.eClarifire.com and email address domain to ‘@eClarifire.com’ to match the growing brand recognition of our flagship product, the Clarifire® application, and our expanding offering of Clarifire application related products.

This change will have no impact to eMASON’s business by way of working, confidentiality and security policies.

Our web domain has changed to www.eClarifire.com, and all eMASON personnel email addresses have changed to [firstinitiallastname@eClarifire.com](mailto:firstname.lastname@eClarifire.com). The old email addresses will continue to be operational for the foreseeable future; however, we recommend you update your address book information now to ensure no issues arise at any future date.

About eMASON, Inc.:

eMASON, Inc. is an innovative software as a solution provider specializing in web based business process automation through its Clarifire application, offering a comprehensive, easy-to-use, next-generation solution for any industry. The company is dedicated to putting technology back into the hands of business leaders, providing efficiencies and igniting clients’ ability to achieve competitive advantage. Committed to being at the forefront of its industry, eMASON and its Clarifire application technology have quickly become a leading software solution in the financial services arena, whose clients include Fortune 500 companies. Based in Clearwater, Florida, eMASON is also one of the nation’s fastest-growing private companies as ranked in the ‘Inc. 500.’ Please visit us at www.eClarifire.com.

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