



Helping enterprises simplify and clarify their processes.



Jane Mason Appears on the FOX Business Network

For Immediate Release
Clearwater, Florida

Jane Mason, President and CEO of eMASON, Inc. appeared nationally, November 5, 2010 as an industry expert on The FOX Business Network, one of the most watched 24 hour news networks.

Appearing with veteran anchors Dagen McDowell and Connell McShane in the FOX headquarters studio in New York, Ms. Mason discussed how her company, eMASON, Inc., continues to grow in this challenging economy and described how her business automation software, the Clarifire® application, has helped other companies stay in business. The segment was Ms. Mason's second appearance on the FOX Business Network this year.

The Clarifire application automates workflow, presents tasks in priority order and moves the flow of work between departments seamlessly. The web-based software is easy to access and easy to learn, so end users have more visibility into the information they need to do their jobs and corporations experience reductions in costs associated with getting the work done. These proven results are applicable to companies in any industry who are focused on streamlining business processes and managing more volume while reducing costs. More than 20,000 users currently rely on eMASON technology to automate their workflow.



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Ms. Mason is also committed to supporting non-profits in this challenging economy and shared that the Clarifire application has been gifted to the Emory Heart Failure clinic center to use in automating the processes associated with patient intake and release after transplants. The software ensures quality and auditability of the information. This is an example of how any organization can reap the benefits of process automation.

While in New York, Ms. Mason also appeared as a special guest speaker at the prestigious New York University's Stern School of Business. Ms. Mason shared with students the inspirational story of how she built eMASON into one of the fastest growing private companies in America. Ms. Mason is quickly establishing herself as an expert media source and one of the most sought after speakers in the business world.

About eMASON, Inc.

eMASON is a software provider based in Clearwater, Florida specializing in web-based process automation. Its Clarifire application generates a competitive advantage by providing reduced costs of doing business, increased productivity and ability to effectively manage increased volumes with proven results. The company is entrenched in the financial services industry and is moving into other industries. Committed to being at the forefront, the company is dedicated to blend out-of-the-box process automation with next-generation integration. Please visit us at emason.biz.

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