

eMASON Launches Clarifire® 3.0

Microsoft .NET 3.0 provides next generation Capabilities for Automation

Clearwater, Fla., April 7, 2008 - eMASON, Inc. announced today the new version of Clarifire, the web based process management application. Clarifire 3.0 has a vibrant new look and an intuitive user interface flow. New features include a user portal, discussion board and automated document assembly. Through Microsoft .NET 3.0 and Service Oriented Architecture (SOA), Clarifire also provides automated mapping and integration interfaces.

The open architecture and design of Clarifire leverages SOA and enables Clarifire to supplement and complement existing technologies and replace technologies waning in effectiveness. Old wrapper applications, macros and mini apps can easily be eliminated with Clarifire providing the central, secure, automated integration dashboard....one place to manage integration.

"Clarifire 3.0 gives us great new features such as exporting tools, search functions and calendar views of our dashboards while maintaining the quality and ingenuity of the prior version," said Jessica Churchwell, Quality Control Manager for Zucker, Goldberg & Ackerman, LLC. "This is a great step in the right direction."

eMASON Clarifire is made for the business user, providing a one stop view of work flow in a unique web based dashboard. The new Clarifire 3.0 portal provides a secure meeting place for the exchange of information, documents, ideas and training. Clarifire users log in directly to the portal and have easy access to news from clients, the industry, eMASON and others. With one click, authorized users gain access to their dashboards and advanced process automation

"The increased flexibility and feature enhancements are results of the many wishlist tickets that our user group has shared," said Jane Mason, CEO of eMASON. "In a volatile business climate where process becomes critical, Clarifire 3.0 brings cutting edge automation and technology, reducing risk and cost of change."

The business rule engine now enables document automation based on user actions. Documents are easily created by selection of data collected in the customizable data collectors. Templates for frequently used documents are provided. Automating document creation saves time and ensures consistency.

Mike Barrett, Chairman & CEO of Barrett Burke Wilson Castle Daffin & Frappier, L.L.P. adds, "Clarifire and Jane Mason are two of the most dedicated entities in the industry. Nobody works harder than Jane Mason. There is a great future ahead for both!"

About eMASON, Inc.

eMASON is a business process centric software company, which offers flexible, business process management applications that allow, services companies to monitor and change their processes and workflows for maximum performance and channel optimization. Committed to being at the forefront of our industry, eMASON is dedicated to blend out of the box thinking with next generation technology. eMASON Inc. is headquartered in Clearwater, FL with a satellite office in Dallas, TX.

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