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**For Immediate Release****eMASON Inc Nominated by ITFlorida Board of Directors for the  
2009 ITFlorida High Growth Company of the Year Award**

**Clearwater, Florida - October 27, 2009** – The ITFlorida Board of Directors announced eMASON Inc is one of 4 finalists nominated for the ITFlorida 2009 High Growth Company of the Year award. The announcement of award winners will take place at the 7<sup>th</sup> Annual Awards Gala and Tech Forum, November 10-11, at Disney's Yacht Club Resort. Participants in the Forum include David Taylor - State CIO; Dean Cannon - Florida House Speaker Designate; Dr. Ken Ford - Chair of the NASA Advisory Council and Director of the Institute for Human and Machine Cognition; Marlene O'Toole - State Representative; Earnie Franklin - Chair of ITFlorida and President of Incepture; Roger Berry - CIO for Disney Parks and Resorts Worldwide; as well as representatives of numerous small businesses throughout the State of Florida.

Jane Mason, President/CEO of eMASON Inc., developed and financed eMASON's Clarifire® application. The application is a web-based process automation technology solution applicable to any industry. Data, images, contacts, and processes are centralized on a secure site, providing innovative functionality to share, change, and create new automation rules. Based upon the client's business rules, work queues are launched that automate tasks and deadlines. The Clarifire application is a compliance and risk management tool; notes and images are time/date stamped, eliminating missed deadlines. The Clarifire application is built upon the latest .NET® 3.5 technology. This technology framework provides the Clarifire application with flexibility, resulting in ease of connectivity with other systems. The Clarifire application is housed on SAS 70 type 2 data centers.

The Clarifire technology has a stronghold in the financial services industry. Key clients include Bank of America and Fannie Mae (FNMA). The Clarifire application has proven successful for FNMA and its servicers by reducing the cycle times associated with providing workout options to borrowers in need. The Clarifire application is certified with FNMA workout rules for Home Affordable Modification Program (HAMP), standard loan modifications, Home Saver Advance (HSA), and Short Sale workout types, resulting in more accurate workouts and increasing the number of delegated cases.

eMASON Inc is a Florida based technology company, making a difference locally and nationally. A few examples of eMASON's Florida focus include:

- FNMA Attorney Initiative - using the Clarifire application, in one year more than 14,000 workouts were submitted by attorneys to servicers, benefitting property owners - 20% were Florida property owners.
- A Pre-Approval program was rolled-out for FNMA Specialists to work directly with their Florida attorney network to review and pre-approve workouts for homeowners, right in the field.
- A Special Deed-in-Lieu program was introduced; attorneys are delegated to work with and negotiate with borrowers, with a focus on the Miami-Dade area.
- In the first quarter of 2009, a special pre-foreclosure program with Bank of America Home Loans and FNMA was launched, focusing on properties in the Orlando area.

More than 20,000 users currently rely on the Clarifire technology to automate their workflow; for Loss Mitigation, more than 110 attorney firms and 24 mega-servicers in the FNMA network use the Clarifire application.

**About ITFlorida:** is an umbrella, not-for-profit, membership organization that represents Florida's diverse IT communities, filling the need for a single statewide advocacy organization to represent Florida's IT-related technology sectors. More information is available at [www.itflorida.com](http://www.itflorida.com).

**About eMASON, Inc.:** eMASON is a software provider based in Clearwater, Florida. Its Clarifire application, a business process automation technology, generates a competitive advantage by providing reduced costs of doing business, increased productivity, and the ability to effectively manage increased volumes with proven results. Committed to being at the forefront of its industry, the company is dedicated to blend out-of-the-box process automation with next-generation integration. eMASON is also one of the nation's fastest-growing private companies as ranked in the 2009 'Inc. 500.' Please visit [www.eMASON.biz](http://www.eMASON.biz).

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