

### United Mortgage & Loan Investment Renews Commitment to Workflow Automation with the eMASON Clarifire Application

Clearwater, Florida, December 10<sup>th</sup>, 2007 - eMASON, Inc. announced today that United Mortgage & Loan Investment, LLC. has renewed their contract for the eMASON Clarifire<sup>®</sup> application. For two years, United Mortgage & Loan Investment has been using Clarifire, a web-based business process application, to automate workflow processes and share documents with more than 100 attorney firms as well as other external and internal users. eMASON has also integrated the Clarifire hosted application with Artemis Investment Planning and Control<sup>™</sup> Solutions, keeping all United Mortgage & Loan Investment systems up-to-date.

“United Mortgage is a great customer of ours and I’m glad they are achieving their goals with the Clarifire application,” said Jane Mason, CEO of eMASON. “Our hosted application provides a secure environment for United Mortgage to communicate with attorney firms and other external users. Improved access to information results in a faster response to market changes and customer needs, providing an advantage in this challenging mortgage environment.”

The Clarifire application automates workflow processes and provides a central repository for documents that can be securely shared with outside vendors. Dashboards show role-based views of workflow and communications. Processes not requiring a human touch move through the workflow automatically. Exceptions trigger alerts that allow United Mortgage & Loan Investment to quickly take care of any situation, thus mitigating risk. With the integrated solution, the Clarifire application automatically updates the internal loan services platform, Artemis, ensuring accuracy of customer records. Gains are realized in increased efficiency, reduced cycle times of doing business, and easier access to critical data.

#### **About eMASON, Inc.:**

eMASON is a software and professional services company, which offers Clarifire<sup>®</sup>, a web based business process application. Our organization is committed to the vision of putting technology back into the hands of business leaders, and to provide efficiencies that afford clients a way to grow their business. We have a passionate commitment to automate and ignite our client’s ability to achieve competitive advantage in their industry. eMASON Inc. is headquartered in Clearwater, FL with a satellite office in Dallas, TX.

For those interested in finding out more about how eMASON’s Clarifire<sup>®</sup> application can automate their operations, please contact Rose Fama at (866) 222-3370, ext. 119 or [rosef@emason.biz](mailto:rosef@emason.biz).

Clarifire<sup>®</sup> is a trademark of eMASON, Inc., and is registered in the U.S. and internationally.

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## Press Release

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