

eMASON Portal Technology Helps Oldsmar and Louisiana Businesses Prepare for Future Disasters

Upper Tampa Bay Regional Chamber of Commerce and Slidell, Louisiana Businesses Can Now Share Disaster Recovery, Response and Preparedness-Effort Information

Clearwater, FL -- October 11, 2005 -- eMASON, a leading provider of web-based process automation solutions, today announced an application of its EMA Portal technology that revolutionizes the way businesses affected by disasters can communicate with other businesses to provide the necessary means to keep operating.

The Upper Tampa Bay Regional Chamber of Commerce is the first Chamber in the State of Florida to announce the inception of a Disaster Preparedness Plan. Through the use of EMA Portal technology developed by eMASON, an information clearinghouse of resources has been created to provide Chamber members information on what each business would need if a disaster hits their resources businesses have available to provide to fellow Chamber members affected by a disaster. The eMASON EMA Portal will also provide Chamber members access to online information concerning emergency phone numbers, locations and any other information that a business would need resume operations after a disaster.

eMASON's EMA Portal offers efficient management for rebuilding situations. Chamber members can access and update crucial information such as an additional need for or additional resources that have become available. Automated, directed communication will take place between the business in-need and the businesses that have available resources.

In conjunction with the new eMASON EMA Portal, the City of Oldsmar, Florida has donated \$10,000 to its sister city Slidell, Louisiana for the rebuilding of businesses damaged or destroyed by Hurricane Katrina. Slidell business owners will have access to job openings in the Tampa Bay area as well as information on housing and schools.

About eMASON, Inc.

eMASON's easy-to-use, all-in-one applications allow managers and other authorized users to customize business processes in real time without IT support. The software presents process-automation and data-management in a way that all users can embrace regardless of technical background. A tight fit with business processes streamlines operations providing deeper integration across complex organizations and dynamic supply value-chains. In addition, eMASON's web-based .NET technologies capture and retain enterprise knowledge, creating information hubs readily available to team members at any time, and from anywhere. For more information visit www.emason.biz.

About the Upper Tampa Bay Regional Chamber

The Upper Tampa Bay Regional Chamber is an independent, not-for-profit business organization, dedicated to ensuring the area's economic vitality and improving quality of life. The Chamber is unified in their desire to meet the needs of the local business community by fostering economic opportunity and a favorable business climate. Membership includes both the region's largest employers and the area's smallest companies, and their emphasis on helping small business is woven throughout the organization's structure. The Chamber is the collective voice of the business community, setting the pace on issues critical to the health, survival and growth of businesses in the Top o' the Bay area. The Chamber is the business community's spokesperson at City Hall, the County Courthouse and the State Capitol, lobbying on governmental issues that directly affect the local economy, the quality of life in its communities, and the bottom-line of their member businesses. As a result, the Oldsmar/Upper

Tampa Bay Regional Chamber is a leader not only in its own community, but for the entire region and state as well. Their aggressive approach to advocating the interests of business were recognized and rewarded in 1999 when the Chamber was named Florida's Chamber of Commerce of the Year by the Florida Chamber of Commerce Executive's Association.

About the Technology Committee

The Oldsmar/Upper Tampa Bay Regional Chamber recognizes the increasing power of various technologies to the business world and is committed to not only using those technologies to best serve our membership base but also to extend those technologies to our members through our network of excellent technology-based businesses. Our vision in this area reflects this commitment and clearly states that we are not looking at technology for technologies sake but for the efficiencies and economies the proper use of these technologies can offer.

Vision: Continuously improve quality, scope and value of Chamber outreach and services through use of leading edge technologies.

Committee Members

eAutoclaims, Inc., Elliott Consulting, Inc., eMASON, Inc., Lightning Technology Group, Inc. and peak 10, Inc.