

FOR IMMEDIATE RELEASE

First Preston Chooses eMASON to Provide Automated Process Workflow

Partnership Includes Technology Integrations

Clearwater, Fla, Feb 25, 2008 - eMASON, Inc., announced today that eMASON and First Preston have formed a technology relationship to benefit joint customers. eMASON Clarifire® process automation will be used in conjunction with First Preston's technology provider HomeTracker® in order to connect First Preston's workflow and communications with other default related processes running in Clarifire. This connectivity will streamline processes by eliminating hand offs and provide easy visibility for their clients.

First Preston specializes in the marketing and management of real estate portfolios owned by mortgage banking companies, government agencies, institutions and other clients. First Preston and eMASON are collaborating on integration and marketing strategies for enhancing the Bank, Government and Real Estate Owned (REO) property markets. The joint solutions will make it easier for buyers to find and purchase REO properties.

"Clarifire is the perfect solution for our clients because of its web-based design and ease of use to exchange data," said Nancy T. Richards, CEO of First Preston. "The dashboard gives our clients a single location to accumulate information and summarize reporting for all providers of services on their portfolios. The integration of our web based solutions with eMASON's web based solutions creates a flexible and easy to use way to manage thousands of transactions performed on large portfolios."

Jane Mason, CEO of eMASON adds, "Clarifire's connection with HomeTracker reduces the costs of doing business by sharing data, images and products that have already been paid for by our clients such as BPO's, preservation and title. Clients now have the visibility into the processes that their internal servicing operations are managing in the post foreclosure and transfer to REO phases... along with real time access to changing volumes, contract management and overall REO portfolio management."

eMASON Clarifire is a process automation solution that can be used by any organization needing to increase efficiency of workflow and communications among business users, customers and partners. eMASON Clarifire automates and improves or eliminates repetitive and time-consuming activities.

First Preston's technology provider HomeTracker is the leading web-based solution for real estate asset management and disposition with hundreds of thousands of assets under management. Customers can access their portfolios anywhere, anytime with secure communications among brokers, lenders and clients. The integration of Clarifire with HomeTracker will help customers automate processes and reduce costs.

About First Preston:

First Preston is a full service real estate advisory, management, marketing and outreach services firm focused on the disposition of REO (real-estate owned) portfolios. Since its inception in 1988, the company has managed a total portfolio value of more than \$30 billion, and sold over 300,000 real property assets for corporate, institutional and government clients. The company has successfully managed properties for over 20 major lenders, Fortune 500 companies, Resolution Trust Corporation, Federal Deposit Insurance Corporation and the U.S. Department of Housing and Urban Development. On behalf of its clients, the company manages one of the largest portfolios of affordable housing in the country.

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About eMASON, Inc.:



Helping enterprises simplify and clarify their processes.

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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