

For Immediate Release

eMASON Announces Upgrades to Its Clarifire® Application, Including Fannie Mae Loss Mitigation Business Rules Certification & Direct Connection to Its HSSN System

CLEARWATER, Florida, February 18, 2009 - eMASON, Inc. today announced key product upgrades to its Clarifire® application, creating increased flexibility and expanded capabilities. The Clarifire application is a web-based process automation technology solution that increases efficiency of workflow and communications among business users, customers and partners. The technology is used by key financial services companies such as Fannie Mae and Bank of America to manage their mortgage servicing processes.

Clarifire now features certified Fannie Mae loss mitigation business rules within the application for HomeSaver Advance and Preforeclosure Sale workout types, as well as a direct connection to Fannie Mae's system of record, Home Saver Solutions Network (HSSN). Loan Modification workout types are set to go live in early March. The direct connection to the organization's HSSN system allows servicers to reduce or eliminate manual efforts required to submit workout data to the organization for approval. Currently, all servicers must manually key in the workout information into HSSN

"The new upgrades to Clarifire bring cutting-edge automation and technology to our clients, providing the flexibility to update rules on-the-fly, respond rapidly to the changing needs of business - overall reducing risk and cost of change," said Jane Mason, CEO of eMASON, Inc. "With its web-based design and flexibility, Clarifire streamlines workflow as it automates and provides our clients and their partners real-time and easy access to their business processes - increasing efficiencies and reducing costs."

The application offers real-time case decisioning, borrower workout option suggestions and comparisons, along with automated process creation based on workout option selections. The Clarifire application has already proven success to Fannie Mae by reducing the cycle times associated with providing workout options to the borrowers in need.

Currently, 15,000 users rely on the Clarifire application to automate their workflow. For Loss Mitigation, more than 110 attorney firms and 23 mega-servicers in the Fannie Mae network use the Clarifire application, including newly-added Nationstar Mortgage. Dallas, Texas-based Nationstar joined the loss mitigation attorney program this month.

eMASON's Clarifire is built on the latest (3.5) .Net platform and leverages the service oriented architecture capabilities to provide cutting edge integration opportunities for all of its users. eMASON offers bi-directional and customizable connectivity to servicers and other business partners

About eMASON, Inc.:

eMASON is a software provider specializing in web-based process automation for the financial services industry in all environments. Its Clarifire® application generates a competitive advantage by providing reduced costs of doing business, increased productivity and ability to effectively manage increased volumes with proven results. Committed to being at the forefront of its industry, eMASON is dedicated to blend out-of-the-box process automation with next-generation integration tools to leading businesses and organizations such as Bank of America and Fannie Mae. eMASON is based in Clearwater, Florida. For more information about the company, please visit www.emason.biz.

Contact:

Roseann Wentworth
eMASON, Inc.
866.222.3370
813.579.7592(m)
roseannw@emason.biz