

Fannie Mae selects eMASON's Clarifire® application to Provide Automated Process Workflow

Clarifire brings next-generation technology to Fannie Mae, Servicers and Attorneys

CLEARWATER, FL, October 1, 2008 - eMASON, Inc. is pleased to announce its partnership with Fannie Mae. Fannie Mae has selected eMason's Clarifire® application as the platform of choice for servicers and Fannie Mae retained attorneys offering Loss Mitigation to borrowers at all stages of delinquency, including bankruptcy.

"Clarifire is the ideal application for Fannie Mae," said Jane Mason, CEO of eMASON, Inc. "With its web-based design and flexibility, Clarifire streamlines workflow as it automates and provides Fannie Mae attorneys and servicers easy access to workout decisioning - all in one view and all in real time - increasing efficiencies and reducing costs." Clarifire has already proven to reduce the cycles times associated with providing quick workout options to the borrowers in need.

The Clarifire Loss Mitigation application also features a financial calculator offering real-time case decisioning, borrower workout option suggestions and comparisons, along with automated process creation based on workout option selections. Additional benefits include:

- Fast, Quality, standardized decisioning
- Personalized dashboards
- Automated work queues and workflow
- Automated alerts, exception management
- Dashboards provide centralized view
- Visibility into processes, actions and status in one place
- Historical and forecasting reporting ability
- Reduced cycle times
- Reduced costs
- Easy-to-use, easy-to-train teams
- Flexible, easy to change

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

About Fannie Mae:

Fannie Mae exists to expand affordable housing and bring global capital to local communities in order to serve the U.S. housing market. Fannie Mae has a federal charter and operates in America's secondary mortgage market to enhance the liquidity of the mortgage market by providing funds to mortgage bankers and other lenders so that they may lend to home buyers. In 2008, Fannie Mae marks its 70th year of service to America's housing market. Their job is to help those who house America. To learn more about Fannie Mae, please visit www.fanniemae.org.

About eMASON, Inc.:

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 .

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