

**For Immediate Release**

**eMASON to Attend Mortgage Bankers Association  
Annual Conference and Expo in San Francisco Oct. 19-22**

*Invites MBA Conference Attendees for Demos of Clarifire® Application, including  
Fannie Mae Clarifire Attorney Loss Mitigation Application*

**CLEARWATER, FL, October 15, 2008** - eMASON, Inc. announced today it will be in attendance at the Mortgage Bankers Association's 95<sup>th</sup> Annual Convention and Expo in San Francisco, CA, October 19-22. eMASON will provide demonstrations of its Clarifire application, including an overview of the Fannie Mae Clarifire Attorney Loss Mitigation application.

Fannie Mae recently 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. The Clarifire application is providing immediate success to Fannie Mae, with process improvements and cycle-time reductions - increasing efficiency and reducing costs. Proven results to date include:

- Prior to using the Clarifire application, 25 minutes per loan needed to input data into spreadsheets, now reduced to 8 minutes or less.
- Reduced cycle times for workout approvals from more than 30 days to less than 14 days - and for one large Servicer, down to 5 days.
- Reduced manual update of 20 steps to pre-qualify the borrower down to zero (0) steps.
- Reduced by 50% time needed to collect financials from borrowers.
- Reduced by 80% number of emails and follow-up communications.
- Significantly reduced or completely eliminated the need of emails, manual faxing, and manual passing of paper files.
- Coming soon, automatic case submission to HSSN for HomeSaver Advance, Preforeclosure and Loan Modification types.

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.

MBA Conference attendees are invited to meet the eMASON team - including CEO Jane Mason - for demonstrations and informational overview of the Clarifire application on the following days:

<b>Place:</b>	The Palace Hotel, 2 New Montgomery Street
<b>Room:</b>	Grant Boardroom
<b>Dates:</b>	Monday, October 20, 2:00 p.m. - 4:00 p.m. Tuesday, October 21, 9:00 a.m. - 11:00 a.m. Tuesday, October 21, 2:00 p.m. - 4:00 p.m.

MBA Conference attendees can schedule an appointment or learn more information by contacting Jamie Smith onsite at [jamies@emason.biz](mailto:jamies@emason.biz), or by cell phone at 727-479-7417.

**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, Florida.

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