

For Immediate Release

eMASON Strengthens and Expands Team; Announces New Team Members

Corporate Headquarters Expansion In Progress

CLEARWATER, FL, November 10, 2008 - eMASON, Inc. today announced the addition of several key team members, as well as its expansion of its corporate headquarters location. The expansion supports the continued growth of the company's operations and to provide world-class service to all eMASON clients, which include Bank of America and Fannie Mae.

"We're dedicated to providing the best service and products to our clients, and to providing the best quality of life and environment to our dedicated staff," said Jane Mason, CEO of eMASON. "It's an exciting time. Our continued expansion of top professional talent and corporate space gives us the ability to provide the highest level of client service, as well as rapidly expand our services."

In addition, eMASON is expanding its space at the company's corporate headquarters location, increasing the square footage by fifty percent, to match the growing needs of the organization. Located at 4592 Ulmerton Road in Clearwater, Florida, the build-out completion is expected December 1.

Key recent appointments include:

- **Eric April, Technical Project Manager**, provides the successful delivery and completion of Clarifire application implementations and related projects. He brings over 10 years of experience as a project manager and senior business analyst for leading Fortune 500 global companies, including HSBC; and also holds a masters certificate in IT Project Management from The George Washington University.
- **Daniel Riggs, Support Services Manager and Clarifire Product Manager**, leads the eMASON support team and works with business teams in providing efficiencies and managing the support and quality processes associated with the Clarifire application. Riggs is a certified New Product Development Professional, bringing to eMASON 12 years of experience in product management, business analysis and training while at Sage Software, T. Rowe Price Services, Inc., and B.P.A. International.
- **Justin Greth, Product Manager-Learning and Development**, manages and develops learning content via the Clarifire eLearning Center, focusing on primary support issues and new Clarifire application functionality for all eMASON clients. Greth brings over a decade of experience in product management and e-learning development from key positions, including Sage Software, and is a B2T certified business analyst associate and a certified product manager.
- **Roseann Wentworth, Client Relations Manager**, supports and builds successful client relationships with eMASON clients, driving efforts to assist clients with the technology adoption of the Clarifire application. Wentworth joins eMASON from Regions Financial Corporation and AmSouth Bank, where she served as marketing and expansion manager, bringing 15 years of experience in marketing, corporate communications, and client account management.
- **Garrett Simmons, Technical Analyst**, develops product expertise in the Clarifire application to provide overall efficient and effective application supporting all eMASON clients. Garrett brings nearly 18 years of experience to eMASON as an accomplished Information Technology specialist, including 10 years in the financial sector, including mortgage financing at HSBC.

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- **Paula Igney, Business Analyst**, provides technical analysis and management of processes in the Clarifire application driving efficiency, quality and effectiveness for eMASON clients. Igney brings 15 years' Business Analyst, Project Management and Application Management experience from Accenture, Ameriprise Financial, and Merrill Corporation.

eMASON also announced the expanded role of veteran Helvey Johnson:

- **Helvey Johnson, Director of IT Operations:** Johnson is responsible for designing, implementing and managing all of eMASON's infrastructures and systems, as well as ensuring connectivity and continuing of the company's systems and data centers. Mr. Johnson brings more than 20 years of experience in managing complex financial technologies. Prior to joining eMASON, Johnson built out data centers from the ground up, which included disaster recovery sites, leveraging virtualization technologies for more than a decade at Market Street Mortgage. He began his career in the U.S. Navy where he received three commendations for technical excellence while building command and control centers for the Joint Chiefs of Staff.

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 including Bank of America and Fannie Mae. eMASON is based in Clearwater, Florida. For more information, please visit www.emason.biz.

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