

For Immediate Release

Fannie Mae Certifies eMASON's Clarifire® Application for Home Affordability Modification Program (HAMP) Workout
Next-Generation Technology Reducing Workout Backlog for Servicers

Clearwater, Florida - September 29, 2009 – eMASON announced today its Clarifire® application has received certification from Fannie Mae for Home Affordability Modification Program (HAMP) workout rules. The application is a web-based process automation technology solution that streamlines workflow, providing eMASON clients, and their partners and borrowers, real-time easy access to their business processes, workout rules and results - increasing efficiencies and reducing costs.

“We’ve already provided proven results to one mega servicer - removing the backlog of workouts and providing results to borrowers in minutes versus months,” said Jane Mason, president and CEO of eMASON, Inc. “HAMP is complicated, and eMASON has simplified and automated the process. We’re extremely proud that Clarifire technology is helping Fannie Mae and its servicers outpace the pace of change.

“In less than three weeks, Clarifire decisioned 28,000 cases from the Servicer’s portfolio and sent 15,000 HAMP letters to borrowers, resulting in thousands of payments immediately - far exceeding the servicer’s expectations,” added Mason. “Management indicated it would have taken three months to generate that number of decisions without Clarifire technology - saving an estimated \$1.5 million in expenses in one month.”

Clarifire’s advanced technology features a financial calculator and certified rules engine offering servicers key advantages for processing HAMP volumes, including:

- Automated qualifications, submissions and closings
- One-click decisioning through the HAMP four-step waterfall to arrive at accurate financials
- Automated and immediate processing of large volumes
- Automated generation of all HAMP letters
- Immediate view of final mod terms, HAMP recalculations and workout completion
- Treasury reporting capabilities

Fannie Mae certification of Clarifire technology provides key benefits and quality assurance for Servicers. The messaging feature in the technology validates submitted data and loan information. Plus, Clarifire ensures servicers are using the most current version of workout rules at all times. This results in more accurate workouts, increases the number of delegated cases by 60 percent, and reduces the need for Fannie Mae approval. The application is already certified by Fannie Mae for multiple loss mitigation workout types, including standard Loan Modifications, HomeSaver Advance and Pre-Foreclosure Sales.

The Clarifire application provides proven success to Fannie Mae and its servicers by reducing the cycle times associated with providing workout options to the borrowers in need. More than 20,000 users currently rely on Clarifire to automate their workflow. For Loss Mitigation, more than 110 attorney firms and 24 mega-servicers in the Fannie Mae network use the Clarifire application.

About eMASON, Inc.:

eMASON is a software provider based in Clearwater, Florida 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, the company is dedicated to blend out-of-the-box process automation with next-generation integration. eMASON is also one of the nation’s fastest-growing private companies as ranked in the 2009 ‘Inc. 500.’ Please visit www.emason.biz.

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