

NEWS RELEASE

For Immediate Release



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Joseph Manos Joins MindFireInc

New EVP brings core VDP and integrated web-based solution experience to Irvine, CA technology firm

Irvine, CA — May 23, 2006 — MindFireInc, the leader in linking direct mail with the web, announced today that Joseph Manos has joined the company as Executive Vice President. Mr. Manos is well known in the printing and technology industries for building successful companies, creating new sales channels, and spearheading major market development initiatives. His broad experience with variable data printing (VDP), relevant direct marketing, Personalized URLs, and integrated cross-platform solutions in a wide variety of go-to-market environments make him a natural fit and valuable addition to the team.

At MindFireInc, Mr. Manos joins the management team of Moe Farsheed, Founder and CEO, David Rosendahl, Co-founder and Vice President of Client Services, Carolyn Valiquette, Executive Vice President, and Dr. Pongsorn (Ko) Saipetch, Vice President of Engineering. He will work to set corporate strategy and sales methodologies, develop new strategic vendor partnerships, and initiate new go-to-market programs. Mr. Manos will focus on MindFireInc's flagship product LookWho'sClicking™ – web-based software that automates the creation, management, and tracking of Personalized URLs and VIP Landing Pages, as well as automated follow-up email, lead distribution, and reporting.

“Joe’s experience in the delivery of web-based software to digital print service providers will be a huge asset to MindFireInc. His ability to grow and sustain organizations could not come at a better time. With the addition of Joe, our team is now well-positioned to capitalize on the increasing demand for cross-media personalized marketing solutions,” said Moe Farsheed, CEO, MindFireInc.

Mr. Manos most recently served as Senior Vice President of Printable Technologies, Inc., a leading provider of VDP and ASP software solutions for the graphic arts and printing industry. Prior to joining Printable, Mr. Manos was Vice President of printChannel, a provider of B2B services to the graphic arts and printing industry, where he launched and managed unparalleled growth for the start-up before its sale to PrintCafe. Previously, Mr. Manos spent 10 years with IKON Office Solutions, holding a variety of executive positions, culminating his IKON career as Marketplace President.

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About MindFireInc

Since 1999, MindFireInc has been the leader in helping marketers link the impact-power of direct mail with the interactive capabilities of the Internet. MindFireInc's flagship product, LookWho'sClicking™, is a web-based application suite that automates the creation, management, and tracking of Personalized URLs and VIP Landing Pages. The company delivers LookWho'sClicking™ through its expanding network of Solution Partners, which are typically print service providers, agencies and consultants. With offices in California and Asia-Pacific, MindFireInc is a privately held company led by a seasoned management team with proven industry success. For more information, please visit www.mindfireinc.com.