

NEWS RELEASE

For Immediate Release



30 Corporate Park, Suite 405
Irvine, CA 92606
949.474.4418 ♦ 415.358.4461 fax
www.mindfireinc.com

Media contact: Burcu Bardakci
949.474.4418 x200
bbardakci@mindfireinc.com



Carolyn Valiquette Joins MindFireInc

New EVP brings core VDP and Personalized URL experience to Irvine, CA technology firm

Irvine, CA — April 24, 2006 — MindFireInc., the leader in linking direct mail with the web, announced today that Carolyn Valiquette has joined the company as Executive Vice President. Ms. Valiquette has an extensive background in software engineering, marketing and management in the technology industry. MindFireInc is a natural fit for Ms. Valiquette as she has broad experience with variable data printing (VDP), relevant direct marketing, personalized URLs, personalized landing pages, and real-time lead distribution.

At MindFireInc, Ms. Valiquette joins the management team of Moe Farsheed, CEO, David Rosendahl, Vice President of Client Services, and Dr. Pongsorn (Ko) Saipetch, Vice President of Engineering. She will work with them in setting corporate strategy and software direction, managing vendor partnerships, and improving operational efficiencies. All efforts will be focused 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 email and reporting.

“Carolyn brings with her a wealth of relevant experience and an outstanding reputation that is unparalleled in the digital printing industry. Her technical and managerial expertise will ensure that MindFireInc will stay positioned as the premier applications and services provider for direct marketers worldwide,” said Moe Farsheed, CEO, MindFireInc.

Ms. Valiquette most recently served as General Manager of PODi, the Digital Printing Initiative, an industry consortium focused on open standards and business development in the digital printing arena (www.podi.org). Previously, at Caslon & Co., Nimblefish and Sungard Data Systems, she managed business development services and tools for Digital Print Service Providers, developed marketing campaigns and campaign management software for companies such as Kodak, Sun Microsystems, and Microsoft, and managed large-scale enterprise integration projects for clients such as Lowe’s Home Improvement, Prudential Insurance, and AXA/Equitable.

###

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 Reseller 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.