

NEWS RELEASE

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ERIK W. CHARLES JOINS MINDFIREINC AS EVP OF BUSINESS ANALYTICS

MindFireInc continues to build its Management Team as Company Grows in Capability and Reach

Irvine, CA — September 10, 2007 — MindFireIncSM, the industry leader in linking off-line marketing channels with the Internet, announced today that Erik W. Charles has joined the Management Team as Executive Vice President, Business Analytics. At MindFireInc, Mr. Charles joins the management team of Moe Farsheed, Founder and CEO; David Rosendahl, Co-founder and Executive Vice President, Operations; Carolyn Valiquette, Executive Vice President, Product Development; Joseph Manos, Executive Vice President, Sales and Marketing; and Dr. Pongsorn (Ko) Saipetch, Vice President of Engineering.

Mr. Charles will be responsible for ensuring that MindFireInc's future product releases and service offerings are developed based on input from existing clients, prospects, and partners, plus detailed market analysis. He will also develop new levels of analytics for customers to capitalize on when using the LookWho'sClicking[®] Dashboard. In addition, he will coordinate with solution partners to identify best practices, and quantify the results of adoption and implementation.

"Erik will help us continue to maintain our market leadership position by rigorously studying our business and that of our clients. Our clients have come to depend on us for analytic-proven results from their use of LookWho'sClicking and we need to apply the same mentality to our own operations," said Moe Farsheed, CEO, MindFireInc.

Mr. Charles most recently served as Executive Director of the Executive MBA Programs at the Paul Merage School of Business. Prior to that he held positions at various technology firms including Sun Microsystems (JAVA), Callidus Software (CALD), Yopa (now a part of TWX), and Extend Global. He holds a Bachelor of Arts degree from Stanford University and a Masters in Business Administration from The Paul Merage School of Business

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About MindFireInc

Since 1999, MindFireInc has been the leader in helping marketers link the impact-power of direct mail and other off-line media 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, Idaho, New Jersey 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.