



# NEWS RELEASE

30 Corporate Park  
Irvine, CA 92606  
www.mindfireinc.com  
877-560-3473

FOR IMMEDIATE RELEASE

September 4, 2008

## **MindFireInc ranks #6 in the Inc. 500 fastest-growing software companies in America** *SaaS-based marketing intelligence innovator achieves 11<sup>th</sup> spot among fastest-growing Southern California businesses*

**Irvine, California** — MindFireInc®, a leading developer and distributor of marketing intelligence and sales automation software, has captured the #6 position in the Inc. 500 fastest-growing software companies in America. It also secured an 11<sup>th</sup> ranking among Southern California businesses and ranked #152 among the fastest growing private companies in the country overall for 2008. MindFireInc's software is particularly popular among printing and marketing service providers, a network of nearly 500 partners who have recognized the value of adding personal interactivity to their print-based campaigns.

The Inc. 500 judging panel found good reason for the rapid rise in sales. "MindFire's software meets a strong need with a simple solution," the magazine reported. "Its flagship product, Look**Who's**Clicking®, is a Web-based application suite that facilitates the creation, management, and tracking of personalized URL's and landing pages — putting real-time measurement and analytics into the hands of marketers at all levels."

The Inc. editors were equally impressed with the company's customer-centric philosophy: "MindFire strives to instill an others-first mentality in its corporate culture, which has paid off with a 92% renewal rate among existing clients."

Moe Farsheed, Co-founder and CEO of MindFireInc®, expressed his appreciation to *Inc. Magazine* for recognizing his company's achievements. "While we're not in business to win awards, it's gratifying to be placed among the leaders in this competition," he said.

“The Inc. 500 is all about providing products and services that offer effective solutions to one’s customers. MindFire’s rankings are an indication of how well we are connecting with our clients and serving their needs.”

MindFire’s signature system, Look**Who’s**Clicking, provides marketers with a quick and easy way to create, maintain and monitor personalized websites and allows prospects to respond to direct mail and e-mail campaigns. In an environment where the return on marketing expenditures is being closely scrutinized, marketers are increasingly looking for solutions like those provided by MindFireInc to allow them to maximize the effectiveness of their direct mail campaigns.

“Look**Who’s**Clicking revitalizes the power of print,” Farsheed said. “It lets prospects respond directly and immediately to any printed offer. That’s why marketers and printers love us and why we’re among the top enterprises in the Inc. 500.”

# # #

For more information, contact:

Mikkele Bringard

Tel: 949.474.4418

mbringard@mindfireinc.com

<http://www.mindfireinc.com>

For the agency

917.597.1925

Michael\_Balton@nakinc.com

#### **About MindFireInc**

Since 1999, MindFireInc has provided innovative applications and services that help marketers synchronize their direct mail campaigns with the Internet. MindFireInc's flagship product, Look**Who's**Clicking, is a web-based application suite that links the impact and power of direct mail with the interactive capabilities of the Internet. MindFire delivers its solution through a growing network of Value Added Resellers (VARs). MindFireInc offers these marketing partners extraordinary tools and services that bring buyers and sellers together in a more meaningful way. All partners maintain the front-line client relationship while MindFireInc implements and hosts Look**Who's**Clicking - driven campaigns. With offices in California and Asia-Pacific, MindFireInc is a privately held company led by a seasoned management team with proven industry success.