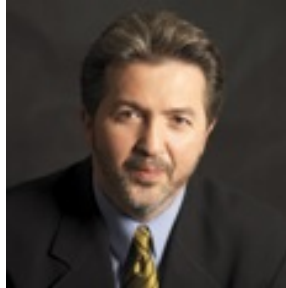


NEWS RELEASE

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ZARIK BOGHOSSIAN JOINS MINDFIREINC AS EXECUTIVE VICE PRESIDENT OF ENGINEERING

MindFireInc Continues to Build Executive Team

Irvine, CA — January 17, 2008 — MindFireInc, the leader in web-based marketing automation technology, today announced that Dr. Zarik Boghossian has joined their management team as Executive Vice President of Engineering. Dr. Boghossian is a 24-year veteran of the software industry with a proven record of delivering high-quality, high-impact technology solutions. Most recently, Dr. Boghossian served as Vice President of Engineering at Integrien Corporation, and he previously held similar positions with Mitrastech and Telemac Corporation, as well as key roles at Peerless Systems Corporation and Boeing North America, Inc. While at Boeing, Dr. Boghossian was one of the central contributors to NASA's Electrical Power System for the International Space Station. His work still orbits the earth today.

“Dr. Boghossian has a strong record of building highly effective, customer focused engineering teams that deliver high-quality, mission-critical technology,” said Moe Farsheed, Founder and CEO of MindFireInc. “His unique and impressive background will help take MindFireInc and LookWho’sClicking to new levels of excellence.”

Dr. Boghossian will be responsible for the technical strategy, implementation and deployment of MindFireInc's flagship marketing automation product LookWho'sClicking[®], a web-based software system that automates the creation, management and tracking of Personalized URLs and VIP landing pages, as well as follow-up email, lead distribution and reporting. Dr. Boghossian will work closely with MindFireInc's Product Management, Sales, and Support teams in distilling customer feedback into high-value innovative features.

Dr. Boghossian completed his doctorate in Organizational Leadership at Pepperdine University with the highest honors, while working full-time as head of engineering. Dr. Boghossian's thesis, "An Investigation Into the Critical Success Factors of Software Development Process, Time, and Quality," was published in 2002.

"I was drawn to MindFireInc, not only as a result of its leadership position and innovative solution linking off-line marketing channels with the Internet, but also due to its genuine attention to customer success" said Dr. Boghossian. "I see incredible growth and innovation ahead for MindFireInc. I am thrilled to have joined an extremely strong leadership team as it prepares to lead the company to its next phase of innovation, growth and success for our growing customer base."

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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.