

NEWS RELEASE

For Immediate Release
30 Corporate Park, Suite 301
Irvine, CA 92606
949.474.4418 ♦ 949.203.6171 fax
www.mindfireinc.com



Media contact: Carolyn Valiquette
cvaliquette@mindfireinc.com

MINDFIREINC CO-SPONSORS WITH HP AND DSCOOP THE CORAZÓN PROJECT TO BUILD HOMES FOR NEEDY FAMILIES IN MEXICO

Volunteer group quickly filled to capacity by conference attendees

Irvine, CA — February 20, 2008 — MindFireInc is announcing it is co-sponsoring, along with HP, a Corazón Project Day following the upcoming Dscoop conference in San Diego, CA. Corazón, a non-profit organization has been building and repairing homes in Mexico through "Build a House in a Day" projects since 1978. Today, Corazón remains 99 percent volunteer-driven, and conference attendees have volunteered to stay an extra day to build a home for an impoverished family in Valle de las Palmas, Mexico.

From 1983 to 1996, Corazón grew from building eight houses a year to building eight houses in a day. Over 30,000 U.S. volunteers have completed more than 950 construction projects since 1995. Construction experience isn't required, and projects are normally completed in one day by groups of 40 to 60 volunteers and a few Corazón leaders.

Dscoop is a community of dedicated, progressive HP Indigo owners and professionals who come together at an annual conference to share experiences and learning. This year's conference is February 21-23 in San Diego, CA. Attendees were invited to add one day to their West Coast conference stay and travel with the volunteer group to build the house in Mexico. The post-conference trip quickly filled to capacity, and on Sunday, February 24, the delegation will travel to Tijuana, Mexico, to participate in the project. MindFireInc and HP each made contributions to pay for the necessary construction materials.

MindFireInc, the leader in web-based marketing automation technology, is an HP partner as well as a Dscoop Platinum sponsor. “We are proud to join HP and Dscoop in sponsoring the Corazón Project Day. Professional conferences generate so much energy from networking and learning. This is a great opportunity to put that energy to good use in reaching humanitarian goals,” said Moe Farsheed, Co-founder and CEO of MindFireInc. “The Corazón project is a unique ‘extra curricular’ activity that brings volunteers together for a very worthwhile result, and the conference community really stepped up to the challenge.”

“HP is committed to being a globally responsible company and participation in social causes like the Corazón project underscores its importance,” said Francis McMahon, director of marketing, U.S. Graphic Arts Organization, HP. “We are pleased to participate in this project both as a sponsor and as a participant building homes alongside our customers and a valued partner like MindFireInc.”

###

About Corazón

Corazón is a non-profit organization with an important mission: “Building families by enabling service, promoting self-sufficiency and inspiring mutually beneficial relationships across borders.” Since 1978, Corazón has helped thousands of individuals, families and communities in Mexico. Today, *Corazón* remains 99% volunteer driven and inspires thousands of lives on both sides of the border. Learn more at www.corazon.org.

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.