

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[®] GOES INTERNATIONAL WITH RELEASE OF
LOOKWHO'SCLICKING[®] 2.18**

Landing Pages in Any Language Now Supported

Irvine, CA — June 2, 2008 — MindFireInc, the leader in web-based marketing automation technology, today announced that it has broadened its global functionality with the addition of multiple language and locale capabilities. Version 2.18 of its flagship marketing automation product, LookWho'sClicking, allows for the deployment of landing pages in virtually any language and introduces enhanced form design and other features that increase campaign manager control over the end user experience.

"Companies are increasingly operating in the global marketplace. To keep pace, marketing service providers need the ability to quickly and easily create campaigns in any language," said Dr. Zarik Boghossian, EVP of Engineering for MindFireInc. "We are pleased to provide that capability, thus meeting the needs of our expanding international client base."

Accordingly, the LookWho'sClicking infrastructure now supports the UTF-8 character encoding for Unicode. Unicode is an industry standard allowing computers to consistently represent and manipulate text expressed in most of the world's writing systems. This means LookWho'sClicking can read, store, and display international characters imported via mail files, inserted into campaign content, or entered by the end user. Further, output encodings have been expanded to include UTF-16 LE, UTF-16 BE or ISO-8859-1 in order to support international data management workflows.

Regardless of the language of the campaign, LookWho'sClicking now allows configuration of all respondent profile fields, landing page error messages, Country and State options, and currency format in the ROI Calculator.

LookWho'sClicking has always offered the ability to build Personalized URLs from any data field, for example first and last name, or first name and identification number. The system also ensures the validity of the resulting URL by avoiding illegal characters. The new release takes special care to circumvent poor browser support for international domain names (IDN). For example, www.TomásLópez.MyOffer.com is not supported by all common browsers. With Version 2.18, LookWho'sClicking's URL generation algorithm ensures universal access to landing pages by converting special characters in URLs to their more common counterparts (e.g. www.TomasLopez.MyOffer.com).

MindFireInc has customers in North and South America, Europe, and the Asia-Pacific region. With the release of LookWho'sClicking 2.18, MindFireInc plans to expand rapidly in the global market.

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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.