

NEWS RELEASE
For Immediate Release



30 Corporate Park, Suite 301
Irvine, CA 92606
T: (877) 560-3473
F: (949) 474-5967

www.mindfireinc.com

Media Contact: Ramin Zamani, Director of Marketing
rzamani@mindfireinc.com

MindFireInc Scales New Heights at Dscope5

Founding member and a proud Platinum Partner of Dscope5, MindFireInc achieved numerous accomplishments at this year's annual conference and exhibition

March 2, 2010, Irvine CA- Dscope's fifth annual conference was held Feb. 18-20th at the Gaylord Texan Resort and Convention Center in Dallas, Texas, and enjoyed a record number of attendees and exhibitors. More than 1,800 HP Indigo owners and users were gathered to attend 110 educational sessions and five hands-on workshops, many of which was translated into Mandarin Chinese, Korean, Japanese, Portuguese and Spanish for international attendees.

Dscope (Digital Solutions Cooperative) is the independent community of HP Indigo owners and operators who are focused on supporting each other to collectively improve their print businesses and the backbone technology of HP Indigo's digital solutions. With numerous Clients in the forefront of the digital printing industry, MindFireInc is a founding member of Dscope and Platinum Partner of this year's conference. MindFireInc achieved major accomplishments at Dscope5 on many fronts.

An Effective Cross Media Marketing Campaign

Created and powered by its own technology, the MindFireInc marketing team launched a very successful multi-touch cross media marketing campaign utilizing direct mail, email, customized Microsites, text messaging, personalized URLs, Intelligent Mail barcodes, and QR codes. This highly targeted and carefully personalized campaign resulted in a 24.96% response rate, and drew record traffic to the company's booth throughout the exhibition hours, and to MindFireInc's speaking engagements during the educational break-out sessions.

"When your sales executives say they are happy with campaign results, you know you've got it right," said Ramin Zamani, Director of Marketing at MindFireInc. "We also wanted to demonstrate how technology can help improve marketing results, and the best way to show this, I believe, is by practicing what you preach," he added. A brief overview of the campaign can be downloaded at: www.myrightdecision.com/pdf

The 2010 Jack Glacken Award

Christopher Morgan, senior Vice President of Graphics Solutions Business in HP's Imaging and Printing group, presented the 2010 Jack Glacken Award to Moe Farsheed, CEO and co-founder of MindFireInc, for his outstanding contributions to the Dscope community.

"Farsheed was an influential player in Dscope from the organization's founding—from helping with marketing strategies such as branding and identifying Dscope's unique value proposition, to sharing his knowledge with members at the conferences and on Webinars," said Larry Vaughn, Dscope Chairman. "Farsheed also served as a trusted advisor to the Dscope Board of Directors."

"Words escaped me when I learned that I received this prestigious award, and I do not believe it has sunk in yet," Farsheed said. "I am thrilled to have followed my good friends Jack Glacken and Alon Bar-Shany in receiving this great honor. I hope that I can live up to their example of dedication and commitment to Dscope and the industry more generally."

Moe Farsheed joins HP's Alon Bar-Shany, Vice President and General Manager of Indigo Digital Press Business, who won the last year's award, to receive this prestigious recognition.

Successful Educational Presentations

Joe Manos, MindFireInc's EVP of Sale and a frequent speaker at industry events, presented two educational sessions, both of which were greatly received and fully packed with hundreds of attendees. They were:

- The Top 10 Ways to Grow Your Business in 2010: Strategies to improve opportunity follow-through and build more profit.
- The Power of Personalization: A Solution for PSP growth in 2010: An in-depth review of 670 successful cross-media marketing campaigns.

To download a copy of the presentations, please visit: www.myrightdecision.com/pdf

QR Code Integration with HP SmartStream Workflow Solution

MindFireInc showcased the development and integration of its QR code technology with the HP SmartStream workflow solution. With this integration, HP Indigo users can not only seamlessly create personalized URLs without leaving the SmartStream environment, but they can also easily generate and print QR codes as an additional response mechanism to their printed materials.

To learn more about this technology and MindFireInc product and services, please visit www.myrightdecision.com to schedule an online demo.

About MindFireInc®

MindFireInc® is the worldwide leader of marketing intelligence software and services that enable the creation and deployment of targeted, trackable cross media campaigns. More than 550 companies and 3,200 users worldwide depend on MindFireInc to manage thousands of cross media marketing campaigns. MindFireInc's next generation technology, automates the creation and management of highly-effective direct marketing campaigns utilizing Microsites, Personalized URLs, response-tracking, Email, SMS communication, and more.

With offices in California and Asia-Pacific, MindFireInc is a privately held company led by a seasoned management team with proven industry success. MindFireInc is proud to be named by Inc. 500 as the 6th & 20th fastest growing software company in the United States, for two consecutive years in 2008 and 2009.

For more information, please visit www.mindfireinc.com or contact: Ramin Zamani, Director of Marketing at rzamani@mindfireinc.com, Tel: (949) 474 - 4418 x271.