



For Immediate Release

GMC Software Technology Partners With MindFireInc

GMC and MindFireInc offer a powerful multi-channel marketing and personalized transactional communications solution for increased response rates and ROI

September 20, 2007 – Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the Standard in personalized communications, today announced that it has entered into partnership with MindFireIncSM. The partnership will combine the power of the two industry-leading applications to create an integrated approach for highly personalized marketing and transpromotional campaigns using Personalized URLs and landing pages for better conversion of prospects, and detailed response profiling and in-depth tracking of campaign results.

GMC's PrintNet software enables users to easily design and create complex personalized documents such as direct marketing materials, transactional documents, and transpromotional documents including financial and investment statements with integrated marketing messages. GMC's PrintNet software suite is a robust solution that is easy to implement and maintain, provides full data integration and processing, design and composition, collaboration and approval, distributed output management and process automation for highly targeted print and electronic communications. GMC offers exceptionally reliable technologies and services based on worldwide ISO 9002:2000 certification and CMMI development methodology.

MindFireInc's LookWho'sClicking[®] flagship product is a robust web-based software solution that automates the creation, management, and tracking of Personalized URLs and VIP Landing Pages, and automates follow-up email, lead distribution and real-time reporting. LookWho'sClicking software tracks the response and online activity, gathering more information about the recipients' preferences, automatically routing leads to the appropriate sales person via email, and generating detailed reports that provide immediate insight into the effectiveness of the campaign.

"LookWho'sClicking software provides an excellent solution for PrintNet Suite users who want to execute cross-media campaigns and increase the effectiveness of their marketing campaigns," said Dr. René Müller, CEO of GMC. "It is a highly effective complement to our PrintNet Suite, and will provide our customers with a natural extension to the various campaigns they conduct today by quantifying results using robust campaign tracking tools in the Campaign Dashboard. Since it is fully scalable to fit any campaign length and budget, it can handle even the highest volume customer needs."

GMC Worldwide

Austria, Brazil, Canada, China, Czech Republic, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Korea, Mexico, Poland, Shanghai, Singapore, Spain, Switzerland, Taiwan, United Kingdom, USA and growing

GMC Software Technology

www.gmc.net

“The variable data direct mail and transpromo campaigns enabled by PrintNet Suite are a natural fit for Personalized URLs and landing pages,” said Moe Farsheed, CEO, MindFireInc. “After gaining a recipient’s attention by speaking directly to them in the printed piece, it’s important to continue that personal conversation online, especially since so many people prefer to respond online these days. The combination of PrintNet Suite and LookWho’sClicking offers a powerful multi-channel solution to increase the effectiveness and ROI of all direct mail and transpromotional campaigns. Our partnership with GMC offers many high-value use cases for our shared customers.”

GMC is offering the LookWho’sClicking application to their customer base in North America and will become MindFireInc’s premier partner for direct sales and support in Europe and Asia. With 32 offices worldwide, GMC is well positioned to support MindFireInc’s expansion into these markets.

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GMC Software Technology

GMC Software Technology helps businesses implement high impact, personalized communications programs that increase customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs. Our award-winning PrintNet software is an easy to implement, end-to-end solution that provides full data integration and processing, design and composition, collaboration and approval, distributed output management and process automation for highly targeted print and electronic communications. GMC offers exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. We serve thousands of users worldwide, and many of our customers are producing in excess of 100 million personalized documents per month — including direct mail, statements, bills, policies, catalogs, correspondence, marketing and transpromo materials.

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 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.

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