



P R E S S R E L E A S E

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Mindjet Engages Wayfinder Response Marketing for MindManager 6 Mac Launch.

Wayfinder Response Marketing announced today an engagement with Mindjet Corporation, the leading provider of productivity software for visualizing and managing information. Wayfinder was chosen to create communication programs to announce the release of Mindjet® MindManager® 6 Mac for Apple's Mac OS X. MindManager 6 Mac enables individuals and teams to visually connect and synthesize ideas.

The new application extends the power and creativity of visual "mapping" to Mac users, including everyone from marketing professionals to media content providers to students, faculty and administrators in all levels of education.

Wayfinder Response Marketing was hired to create a comprehensive, multimedia communication campaign aimed at various target audiences.

For more information on Wayfinder Response Marketing, contact Louis Briones at 415.277.6961.

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