



**THINKFIRE NAMES FORMER BAIN & COMPANY PARTNER,
STEVEN J. HOFFMAN, CEO**

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**Prior Head of Bain's Boston Office will
Manage ThinkFire's Growth and Operations**

For Release on May 13

Warren, NJ, May 13, 2008 – ThinkFire, the leading intellectual property leading intellectual property advisory and transactions firm announced today that the board of directors has named Steven J. Hoffman its new CEO. Mr. Hoffman was also elected to the company's board of directors.

A former Bain and Company senior partner and head of its Boston office, Hoffman has held a number of senior executive positions at leading professional services and technology companies. Most recently, he was the Chief Operating Officer at Exchange Solutions, Inc., a provider of proprietary customer relationship management (CRM) solutions to banks, telecommunications companies and retailers. Prior to that, Hoffman was Executive Vice President and Chief Strategy Officer at Sapient and a senior partner at CSC/Index.

Mr. Hoffman will be responsible for the management of ThinkFire's operations and its expansion in current and new areas. Mr. Hoffman is replacing the former founder and CEO of ThinkFire, Dan McCurdy, who has resigned his current position to become Chairman of PatentFreedom LLC, a spin-off of ThinkFire.

"With the company now on a strong trajectory, having ended 2007 with profitable year-over-year growth of more than 40%, I feel the time is right to turn my attention to PatentFreedom, which was developed within ThinkFire to fill an IP information and communication void," said Dan McCurdy. "Steve brings a wealth of management and professional services experience to the company, and we welcome his expertise as we expand our business, including IP strategy, market analysis and patent brokerage."

"I'm excited to be joining an industry leader in the rapidly growing IP services sector," said Mr. Hoffman. "ThinkFire has achieved a great deal since its inception in 2001. The company's expertise and depth uniquely positions it to realize even greater growth in the near term as demand for business advice on IP matters continues to exceed supply."

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Mr. Hoffman was responsible for restoring Bain & Company's 450-person Boston office to profitability in 1992. More recently he served as Senior Vice President and head of the global strategy practice for CSC Index. In his prior role as the head of Index' Chicago office, he grew the practice from 18 to 115 people and \$32mm in revenue, making it the firm's largest and most profitable office. At Sapient, a \$250MM publicly held software development and consulting firm, he served as Executive Vice President in charge of the firm's financial services practice.

Mr. Hoffman holds a B.A. in Economics from Wesleyan University and a M.B.A. in Finance from the University of Chicago.

About the Company

ThinkFire, Inc. (www.thinkfire.com) is an intellectual property services firm that works with leading information technology, telecommunications, semiconductor, software, consumer electronics, financial services, and private equity firms. ThinkFire's IP management resources help its clients increase profitability, minimize expense, and enhance freedom to operate. Since 2002 ThinkFire has achieved more than \$1.5 billion in sales, licenses and judgments for patent owners worldwide.

ThinkFire's professionals include negotiators, market analysts, technologists and patent attorneys who have been previously associated with leading technology and professional services firms including IBM, Accenture, Siemens, PwC, Lucent Technologies, Bain & Company, The McKenna Group, and Intel. ThinkFire offices are located in greater New York, Boston and San Francisco.

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