



## Red Herring Unveils Global 100 of Tech Startups

Laguna Niguel, California - Red Herring on Friday announced its Global 100 award in recognition of the leading private companies from North America, Europe, and Asia, celebrating these startups' innovations and technologies across their respective industries.

Red Herring's Global 100 list has become a mark of distinction for identifying promising new companies and entrepreneurs. Red Herring editors were among the first to recognize that companies such as Google, Yahoo, Skype, Netscape, Salesforce.com, YouTube, and eBay would change the way we live and work.

"Choosing the best out of the previous three years was by no means a small feat," said Alex Vieux, publisher and CEO of Red Herring. "After rigorous contemplation and discussion, we narrowed down our list from 1,200 potential companies to 200 finalists. Trying to get it down to 100 companies was a task upon itself. The top 100 companies who were chosen should be extremely proud, the competition was difficult."

Red Herring's editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration. This assessment of potential is complemented by a review of the track record and standing of startups relative to their sector peers, allowing Red Herring to see past the "buzz" and make the list an invaluable instrument of discovery and advocacy for the greatest business opportunities from around the world.

The list of finalists is available on <http://www.redherring.com/Home/26281>