

Red Herring Announces Third Annual Search for the Red Herring 100 Asia 2007

*Award Recognizes the 100 "Most Promising" Startups in Asia
Driving the Future of Technology*

San Francisco, CA, April 11, 2007-- Red Herring today announced its official contest for the esteemed Red Herring 100 Asia 2007 award. This marks the third consecutive year that the global media company will conduct a competition highlighting 100 cutting edge private technology companies from all over Asia, including China, India, Japan, Singapore, Korea, Australia and Vietnam. The winners will be celebrated at the Red Herring 100 Asia event, August 29-31, in Hong Kong. Registration for the competition is now open. Venture capitalists and entrepreneurs can submit their candidates for consideration by visiting www.redherringasia.com

"Asia continues to be one of the world's centers of innovation," says Joel Dreyfuss, Editor-in-Chief of Red Herring. "We look forward to finding the technology startups that will change the way we live, work, and communicate."

The Red Herring editorial board diligently surveys the entrepreneurial scene throughout the Asia-Pacific region. The board rates hundreds of companies on vision, technological achievement and market leadership, and then selects 100 companies that are leading the next wave of innovation. Past Red Herring 100 Asia winners have ranged from Web 2.0 startups to bioscience platforms and clean-tech firms.

The 100 winning companies will be profiled in a *Red Herring* Magazine special issue. They will also be invited to present at the Red Herring 100 Asia event, on August 29-31 in Hong Kong. Red Herring 100 Asia is an invitation-only event. C-level executives from top private firms and from large public multinationals attend to enhance their company's industry presence, and investors come to secure their next deal and hear about the latest industry trends. Request your invitation at: www.redherringasia.com

About Red Herring

Red Herring is a global media company which unites the world's best high technology innovators, venture investors and business decision makers in a variety of forums: a leading innovation magazine, an online daily technology news service, technology newsletters and major events for technology leaders around the globe. Red Herring provides an insider's access to the global innovation economy, featuring unparalleled insights on the emerging technologies driving the economy. More information about Red Herring is available on the Internet at www.redherring.com.

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