



Red Herring Announces Launch of New Division: Red Herring Research

New division provides penetrating reports on five primary technology sectors.

San Francisco, CA, May 2, 2007— Red Herring today proudly unveiled its newest division, Red Herring Research (www.herringresearch.com) offering penetrating analyses on emerging and disruptive influences in five primary technology sectors: CleanTech; Life Sciences; Communications; Information Technology; and Consumer Technologies.

“With Red Herring Research, people now have access to the most incisive and up-to-date commentary on emerging patterns and financial activity in the global technology industry,” said Alex Vieux, CEO and Chairman of Red Herring, Inc. “Our team of expert researchers and analysts has world-wide access to hotbeds of technology information, making Red Herring Research a leader in discovering the new technologies and trends that are shaping the next generation of products and services.”

Industry specialists, analysts, investors, entrepreneurs, governments and other influencers in technology’s ecosystem can now benefit from a broad spectrum of comprehensive studies about innovative and groundbreaking technology companies and trends.

Released Research reports include “Liquid Assets: Residential Water Technologies”; “Femtocells: The Next Wave in Fixed Mobile Convergence”; and “NIRS: Emerging Living Tissue Monitors.” Red Herring will publish approximately 50 reports per year on various trends and technologies.

The Red Herring Research Team is comprised of more than 30 senior analysts and technology writers from across the globe: North America, Latin America, India, Western & Eastern Europe, and China.

For more information, visit www.herringresearch.com

About Red Herring

Red Herring, Inc. 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 research 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.

CONTACT:

Kathryn Hanson, Chief Marketing Officer

Red Herring, Inc.

khanson@redherring.com