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Red Herring Reveals Companies Selected for the Red Herring 100 North America 2007

Award Recognizes the 100 “Most Promising” Companies Driving the Future of Technology.

San Francisco, CA (April 4, 2007) Red Herring today announced that Medio Systems is a Finalist for the Red Herring 100 Award, a selection of the 100 private companies based in North America that play a leading role in innovation and technology.

The Red Herring editorial board diligently surveyed the entrepreneurial scene throughout the North American region and identified the top 200 out of more than 800 closely evaluated companies that are leading the next wave of innovation.

“We can see the exciting evolution of the technology sector reflected in the quality and variety of exceptional companies that we had to choose from in putting our list together,” said Joel Dreyfuss, Editor-in-Chief of Red Herring. “It was tough to choose just 200 finalists from such a large list of excellent contenders, and we are very happy with the qualities of the companies we selected as Finalists.”

The winning 100 companies will be announced at the Red Herring Spring event. The CEOs of the winners will present their innovative ideas and technologies to an audience of leading entrepreneurs, financiers and corporate strategists at the event in Monterey, California, on May 1-3 at the Hyatt Regency Hotel. This year’s Red Herring 100 Spring event marks the 10th anniversary of the Red Herring 100 Awards. In celebration, the event will feature keynote addresses from legendary VC investors and CEOs of leading Internet, information, and communications companies. Request your invitation at: <http://www.herringevents.com/spring07/index.html>.

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.

About Medio Systems

Medio Systems, Inc. (www.medio.com) is the leading provider of mobile search and advertising solutions that help mobile operators implement the best customer experience and allow advertisers to reach their intended target audiences. Created specifically for mobile, Medio Mobile Search combines an intuitive, effortless user interface with powerful recommendation and personalization technologies.



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