



## ClairMail Wins Red Herring 100 Spring 2007 Award

*Award Recognizes the 100 "Most Promising" Companies Driving the Future of Technology*

**SAN FRANCISCO, Calif., May 2, 2007** — Red Herring today announced that ClairMail, the leader in 2-way mobile phone-based customer interaction, is a recipient of Red Herring 100 Spring, an award given to the top 100 private technology companies based in North America.

"Having received more than 800 submissions, it is clear that we are witnessing a new outburst of creativity," says Joel Dreyfuss, Editor-in-Chief of Red Herring. "With venture capital flowing again, it's exciting to see technology innovators and business investors collaborate to create disruptive technologies. The Red Herring 100 North America companies are impressive up-and-comers, and definitely the ones to watch."

Red Herring's annual lists of top private companies are an important part of the company's tradition of identifying new and innovative technology companies and entrepreneurs. Companies like Google, eBay and Skype were spotted in their early days by Red Herring editors, and touted as leaders that would change the way we live and work.

Red Herring's editorial staff rigorously evaluated more than 800 private companies through a careful analysis of financial data and subjective criteria, including quality of management, execution of strategy, and dedication to research and development.

"Today's recognition as a Red Herring 100 company reinforces our strong growth over the past year, as well as the emergence of the mobile banking and payments category," said Joe Salesky, CEO of ClairMail. "Financial institutions rely on ClairMail's two-way customer interaction solution to provide their customers with convenient, secure and on-demand mobile banking services on any mobile phone, without the need to download additional software to their device."

To honor the CEOs of Red Herring 100 Spring companies, Red Herring has invited each one to present his or her company at its Red Herring Spring 2007 event, May 1-3, at the Hyatt Regency in Monterey. As the venue for the unveiling of the Top 100 private companies in North America, Red Herring Spring draws unparalleled attention from decision makers and industry observers across the continent. This year marks the 10th anniversary of the Red Herring 100 Awards. To celebrate this occasion, Red Herring 100 winners will share their successes and insights on how to make it to the top.

### **About ClairMail**

ClairMail's breakthrough platform and applications optimize any mobile phone for two-way customer interaction – with no new mobile phone software required. It is ideal for any industry vertical where there is a desire to increase the level of interaction between companies and their customers. Unlike other proprietary and inflexible point solutions, the ClairMail system is a turnkey, standards-based offering that resides behind companies' firewalls and seamlessly and securely integrates with their systems of record while delivering the fastest time to value. Founded in 2004, ClairMail is headquartered in Novato, Calif. The company is privately held and funded by Norwest Venture Partners, Outlook Ventures and JAFCO Ventures. For more information call (415) 884-7270 or visit [www.clairmail.com](http://www.clairmail.com).

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### **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](http://www.redherring.com).