



ClairMail Wins Red Herring 100 Global Award

NOVATO, Calif., December 11, 2007 — ClairMail, Inc., the leader in 2-way mobile phone-based customer interaction, announced today that it has been selected as a winner of the Red Herring 100 Global Award.

Red Herring 100 winners and finalists from North America, Europe and Asia from the last three years were eligible for this award. The Red Herring editorial team used a very competitive process to whittle down this pool of 1800 eligible promising companies to the 100 winners of this first-time award. Evaluations were made on both quantitative and qualitative criteria such as financial performance, innovation, management, global strategy and ecosystem integration.

"Being selected as a Red Herring 100 Global company is a testament to ClairMail's innovative approach to mobile banking, global industry leadership and customer success," said Joseph Salesky, CEO of ClairMail. "As the mobile banking industry experiences rapid growth, ClairMail continues to lead the charge for massive adoption from financial institutions."

The ClairMail System enables financial institutions to provide their customers with a mobile banking and payments solution on any mobile phone, using any of the three mobile user interfaces available – messaging, mobile web and client applications – known as the "triple play." Additionally, the ClairMail eventing engine can process millions of transactions a day from a bank's core systems and enable user-defined 2-way actionable alerts. The ClairMail System utilizes the software already built into virtually every mobile phone and provides financial institutions with a broad offering of mobile banking and payment services on one platform with a single implementation.

The winning companies were announced and celebrated at the Red Herring Global event in Seattle, WA, on December 3-5.

About Red Herring

Red Herring is a global media company uniting 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. For more information, visit www.redherring.com.

About ClairMail

ClairMail optimizes any mobile phone for 2-way customer interaction. Only the ClairMail System offers mobile banking and payments applications that utilize any phone's existing messaging and mobile web software and extend the capabilities of third-party client applications. On one platform with a single implementation, ClairMail empowers financial institutions to provide their customers with easy and immediate 2-way access to secure information, account management, no-hold customer service and Actionable Alerts™. Unlike other proprietary and inflexible point solutions, the ClairMail System is a turnkey, standards-based offering that seamlessly and securely integrates with existing systems, delivers the fastest time to value and provides an alternative to more costly channels like call centers and IVR. 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.

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