



RED HERRING REVEALS COMPANIES SELECTED FOR THE 2006 RED HERRING 100 EUROPE

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

Paris, May 8, 2006 – Red Herring today announced that **Open-Plug** is a recipient of Red Herring 100 Europe, a selection of the 100 private companies based in the EMEA region that play a leading role in innovation and technology.

"Market obstacles remain but our list shows that great companies are being created in Europe," said Red Herring editor-in-chief Joel Dreyfuss.

Red Herring's lists of top private companies are an important part of the magazine'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 as those that would change the way we live and work.

Red Herring's editorial staff rigorously evaluated more than 700 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.

About Red Herring

Red Herring, Inc., founded in 1993, is a media company whose mission is to cover innovation, technology, financing and entrepreneurial activity. Its staff of award-winning journalists tell readers what's first, what matters and most importantly, why.

Red Herring is dedicated to thorough research, relevant metrics deep financial analysis, in-depth reporting, crisp writing and thoughtful debate. We are a skeptical, intelligent and trustworthy source of information in technology business. Our primary obligation is to provide the most relevant, honest and independent information and analysis to our audience, with the conviction that an exceptional editorial product is the best catalyst for success and the best way to serve our advertisers and investors. Our content is original, compelling and actionable for industry executives and entrepreneurs.

A privately held company, Red Herring, Inc. is headquartered in Belmont, California. For more information visit www.redherring.com

About Open-Plug

Open-Plug creates and commercializes the first open software framework designed for mass market phones.

The Open-Plug ELIPS Product Suite relies on a unique component-based technology, which drastically simplifies and secures all the phases of mobile phone software development, integration and deployment. It enables mobile operators and handset makers to create, update and customize their phones in record time, while keeping full control over their design and development cycle.

Created in 2002, Open-Plug is a private company financed by leading-edge investors. Headquartered in France, the company also operates from its Asian offices.

Further information visit: www.open-plug.com

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