

## **RED HERRING REVEALS COMPANIES SELECTED FOR THE 2005 RED HERRING 100 EUROPE**

*Award Recognizes the 100 Private European and Israeli Firms Driving the Future of Technology*

**London, April 12, 2005** - Red Herring today announced that **Holografika Ltd.** is a recipient of Red Herring 100 Europe, a selection of the 100 private companies in Europe and Israel that play a leading role in innovation and technology.

"Our list shows that despite obstacles posed by regulations, bureaucracy and tradition, innovation and entrepreneurship continues to thrive 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 and eBay were spotted in their early days by Red Herring editors as those that would change the way we live and work. This is the first time that Red Herring magazine has compiled a list focused exclusively on the most promising startups in Europe.

Red Herring's editorial staff rigorously evaluated more than 600 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.

To honor the CEOs of Red Herring 100 Europe companies, Red Herring has invited each CEO to present his or her company at its Venture Market Europe 2005 conference, a forum for technology's most exciting companies to share their insights on the future of innovation and the entrepreneurial journey. Scheduled for April 12-14, 2005 at the Hilton on Park Lane in London, this intimate, three-day conference will explore the trends, technologies and people affecting the European IT sphere, including the new challenges posed to European companies by emerging competitors in Asia.

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