



## Ring2 Conferencing Selected for the Red Herring 100 Europe

*Award Recognizes Ring2 as one of the 100 "Most Promising" Firms  
Driving the Future of Technology*

**LONDON, March 22, 2007** – Red Herring announced today that Ring2 Conferencing ([www.ring2.com](http://www.ring2.com)), the world's first audio-conferencing company to offer remote control of conference calls from a mobile device, is a recipient of the Red Herring 100 Europe 2007 award, an award given to the top 100 private technology companies based in EMEA (Europe, Middle East and Africa) each year.

"This year's impressive list of winners demonstrates Europe's emergence as a major player in the global technology sector," said Red Herring Editor-in-Chief, Joel Dreyfuss. "The exceptional accomplishments of European technology companies and entrepreneurs are a testament to the rapid advancements being made in building the European innovation ecosystem."

As part of the recognition as a Red Herring 100 European company, Michael Hughes, Ring2's CEO and co-founder, has been invited to present at the Venture Market Europe 2007 conference, a forum for technology's most exciting companies to share their insights on the future of innovation and the entrepreneurial journey. The conference takes place March 25-27 at the InterContinental Carlton in Cannes, France.

"We are honoured to have been selected by Red Herring for this prestigious award," said Michael Hughes, Ring2's CEO and co-founder. "Ring2 is committed to solving everyday frustrations experienced on audio conference calls in the simplest way possible with the tools that users already have at hand. The easy-to-use BlackBerry® smartphone interface gives users the simple tools they need at the moment they need them, which is the key to adoption and use."

As so many calls are made away from the desk (40 percent from meeting rooms) where users often do not have their PCs at hand, Ring2 offers audio-conferencing remote control from a mobile device. When the first participant joins a call, the call leader receives instant notification on the BlackBerry smartphone and is able to see a real-time display of participants with a single 'click.' The call leader can then perform functions to manage the call remotely, such as muting lines with background noise, adding participants to the conference from the BlackBerry address book or initiating a recording of the call to an mp3 file. Ring2 also provides security with the ability to isolate and drop unwanted participants, or put lines on hold to have a private discussion.

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.

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**About Ring2**

Ring2 provides the world's first audio-conferencing service to offer remote control for conference calls from a mobile smartphone device, enabling visibility, security and control over conference calls via a simple and powerful interface. Ring2 is a member of the BlackBerry® Alliance Program and is a technology partner of Alcatel-Lucent. The company won Frost & Sullivan's 2006 Entrepreneurial Company Award in audio-conferencing for its pioneering work in mobile remote control. Ring2 is privately held, has received \$10 million in equity funding and has 40 employees in offices located in London and San Francisco. For more information or to view a demonstration of Ring2's award-winning business audio-conferencing service, please visit [www.ring2.com](http://www.ring2.com).

**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).

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