

IMImobile finalist in the

"Red Herring 100 Global" Awards 2008

Hyderabad, December 31, 2008: IMImobile, India-headquartered specialist provider of mobile value added services to mobile operators and media companies worldwide announced today that it has been short listed for the "Red Herring 100 Global" Awards 2008 for honoring the most promising companies in the world.

Red Herring 100 winners and finalists from North America, Europe and Asia of 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 hundreds of eligible promising companies to the 200 finalists of the award. Evaluations were made on both quantitative and qualitative criteria such as financial performance, innovation, management, global strategy, and ecosystem integration.

Commenting on this Vishwanath Alluri, CEO, Chairman and Founder of IMImobile said "We are very pleased to be amongst the finalists for the Red Herring 100 Global Awards 2008; it is indeed a worthy recognition of our achievements in the mobile data space and our commitment to delivering cutting-edge technology and service offerings to our customers globally."

"The 200 finalists we selected from around the world are all excellent contenders," said Joel Dreyfuss, editor-in-chief of Red Herring. "They are exceptional companies with smart and innovative platforms that attest the importance of technology in today's global economy."

IMImobile made it to the final group because of its outstanding achievements; evaluations are made on both quantitative and qualitative criteria, such as financial performance, innovation, management, global strategy, and ecosystem integration. The finalists, elite executives and venture capital leaders will celebrate the Top 100 Privately Held Companies from around the world in San Diego from January 14-16, 2009.