

## IMImobile is finalist in the

### *"Red Herring 100 Asia" Awards 2008*

October 30, 2008, Hyderabad, India: IMImobile, the global provider of value added services for mobile operators, content providers and media agencies today announced it has been shortlisted for the prestigious Red Herring 100 Asia 2008 awards.

The Red Herring Magazine's awards recognize the highest performing Asian technology companies of the year. IMI's inclusion comes after a year of sustained growth around the world with further global expansion plans in the pipeline.

"We are pleased to be shortlisted for Red Herring 100 Asia 2008" said Vishwanath Alluri, CEO, Chairman and Founder of IMImobile. "2008 has been an exciting year for IMI with numerous new business deals signed around the world and innovative technology services brought to market. I am extremely confident we will carry this momentum into 2009 and build further on our success."

"The 200 finalists we selected from across 16 countries and regions are all excellent contenders," said Joel Dreyfuss, Editor-in-Chief of Red Herring. "They are exceptional companies who thrive on innovation and strongly define the important role of technology in Asia's economy and throughout the world."

The Most-Promising Private Technology Ventures to be celebrated at event in Hong Kong, China on December 2-3, 2008. Red Herring 100 Asia is an exclusive event honoring 100 cutting-edge private technology companies from across the Asia-Pacific region. The event brings together an elite roster of entrepreneurial and global venture investment firms to showcase excellence in innovation. The 200 finalists are based in 16 countries/regions including China, India, Japan, Singapore, South Korea, Australia and Vietnam. The names of the 200 companies short-listed as finalists for the "Red Herring 100 Asia 2008" will be found online at [http://herringresearch.com/eventspace/blgtrx\\_event\\_home/asia08/redherring100.html](http://herringresearch.com/eventspace/blgtrx_event_home/asia08/redherring100.html)