

## IMImobile wins the Red Herring Asia 100 Award

### *Award Recognises the 100 "Most Promising" Asian Companies Driving the Future of Technology*

*December 10, 2008, Hyderabad, India:* IMImobile, India-headquartered specialist provider of mobile value added services to mobile operators and media companies worldwide announced today that it won the Red Herring Asia 100 Award, a recognition of the 100 most innovative private technology companies based in Asia.

The Red Herring editorial board diligently surveyed the entrepreneurial scene throughout Asia and identified the top 100 out of more than 1,000 closely evaluated companies that are leading the next wave of innovation.

"We are honored and privileged to have been selected as a Red Herring 100 Asia 2008 winner" said Vishwanath Alluri, CEO, Chairman and Founder of IMImobile. "This year has been a landmark year for IMImobile with many customer acquisitions and business expansion around the globe. I am extremely confident that we will carry this momentum into 2009 and build further on our success."

"We're pleased to be recognized by Red Herring as one of the most promising Asian companies reaffirming our company's success and growth to date" said Shyam S. Bhat, CTO and Founder of IMImobile. "Our continued technology innovation, combined with impeccable and dedicated execution have driven our rapid growth. We are delighted that this success has been recognized by one of the most important juries in technology."

"Our winners and Finalists demonstrate that Asia is increasingly becoming a leader in innovation, contrary to common stereotypes," said Joel Dreyfuss, editor-in-chief of Red Herring. "It was tough to choose just the top 100 finalists from such a large list of excellent contenders, and we are very happy with the quality of the companies we selected as finalists."

The 100 winning companies have been announced at the Red Herring Asia event in Hong Kong. The CEOs of the winning startups presented their innovative ideas and technologies to an audience of leading entrepreneurs, financiers, and corporate strategists at the event earlier this week.