



P R E S S R E L E A S E

12snap selected for ranking Red Herring Top 100 Europe

- The selection for the Red Herring ranking of European 100 most innovative technology companies confirms 12snap as an innovation leader in the industry.
- 12snap, one of the leading European providers of innovative marketing and entertainment for mobile phones, is the only German company within the industry to win the Red Herring Award 2005.
- Red Herring compiles an annual ranking of the Top 100 private companies in Europe.

Munich, 14. April 2005 – US technology magazine Herring announced the 100 most innovative companies from Europe and Israel during the Red Herring Venture Market Europe conference from 12. to 14. April 2005 in London. More than 800 technology companies had applied to be selected among the Top 100. The Red Herring editorial team chose 12snap as the only German company from the industry.

„The selection of 12snap for Red Herring Top 100 Europe underlines 12snap’s special market position as one of the leading European experts for innovative marketing and entertainment for mobile phones“, said Dr. Michael Birkel.

„The high number of entrants for Red Herring 100 Europe shows that imagination and creativity play an important role in the European technology industry“, said Joel Dreyfuss, chief editor Red Herring.