



PRESS RELEASE

Enquiries: +46 (0)8 454 0500

For immediate release

Red Herring reveals Hotsip selected for the 2005 Red Herring 100 Europe

Award recognizes the 100 private European and Israeli firms driving the future of technology.

London, UK April 13, 2005 – Red Herring today announced that Hotsip AB (www.hotsip.com), a leading SIP Application Server provider with off-the-shelf applications for large scale SIP enabled broadband and 3G/IMS networks, is a recipient of Red Herring 100 Europe, a selection of the 100 private companies in Europe and Israel that play a leading role in innovation and technology.

“Our list shows that despite obstacles posed by regulations, bureaucracy and tradition, innovation and entrepreneurship continues to thrive in Europe,” said Red Herring editor-in-chief Joel Dreyfuss.

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 and eBay were spotted in their early days by Red Herring editors as those that would change the way we live and work. This is the first time that Red Herring magazine has compiled a list focused exclusively on the most promising start-ups in Europe.

Red Herring’s editorial staff rigorously evaluated more than 600 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.

“Hotsip is proud to receive yet another confirmation of our innovative technology and business potential. We already work today with well-known customers and partners like Telenor, TeliaSonera, HP, Ericsson and Nokia”, says Michael Holm, VP Sales and Marketing at Hotsip.

Hotsip has been invited to present its company at the Red Herring Venture Market Europe 2005 conference scheduled for April 12-14, 2005 at the Hilton on Park Lane in London.

For more information, please contact:

Mr. Kenneth Gustafsson, CEO, Hotsip, +4684540500, kenneth.gustafsson@hotsip.com

Mr. Michael Holm, VP Sales and Marketing, Hotsip, +46 739 88 81 38, michael.holm@hotsip.com

About Hotsip

Hotsip - a leading SIP Application Server provider with applications for large scale SIP enabled broadband and 3G/IMS networks offering convergent off-the-shelf applications as well as a Service Creation Environment (SCE) for building new customized applications. Hotsip’s business idea is to increase value by providing new revenue opportunities for our customers through a rich offering of convergent applications such as telephony, messaging and presence. Among Hotsip’s customers are: TeliaSonera, BellNet Corporations in Japan, WX3 in Sweden and Tussa in Norway. We also have an important number of commercial agreements in Europe together with our channel partners Ericsson, Nokia and HP. <http://www.hotsip.com>



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About Red Herring

Red Herring, Inc., founded in 1993, is a media company whose mission is to cover innovation, technology, financing and entrepreneurial activity. Its staff of award-winning journalists tell readers what's first, what matters and most importantly, why.

Red Herring is dedicated to thorough research, relevant metrics deep financial analysis, in-depth reporting, crisp writing and thoughtful debate. We are a skeptical, intelligent and trustworthy source of information in technology business. Our primary obligation is to provide the most relevant, honest and independent information and analysis to our audience, with the conviction that an exceptional editorial product is the best catalyst for success and the best way to serve our advertisers and investors. Our content is original, compelling and actionable for industry executives and entrepreneurs.

www.redherring.com