



Clarabridge Honored Among This Year's 100 Most Promising Private Technology Ventures in North America

Reston, Va. - May 14, 2009 --

Clarabridge, the leading provider of text mining software used by many Global 1000 companies to improve customer experience management (CEM), announced today that they were named a winner of the "Red Herring Top 100 in 2009", a prestigious award honoring the year's most promising private technology ventures in North America. The announcement of the winners was made at the Red Herring 100 North America event in San Diego on May 13.

The Red Herring editorial team selected the most innovative companies from a pool of 1, 200. The nominees are evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their respective industries.

This unique assessment of potential is complemented by a review of the actual track record and standing of a company, which allows Red Herring to see past the "buzz" and make the list an invaluable instrument for discovering and advocating the greatest business opportunities in the industry.

"This year was especially difficult," said Alex Vieux, Publisher and CEO of Red Herring. "There were so many great companies producing really innovative and amazing products that we had a difficult time narrowing it down to 200, and were then faced with the arduous task of selecting the final 100. We know that this year's crop will grow into some amazing companies that are sure to go far."

For over 10 years, The Red Herring 100 North America award, open to private technology companies headquartered in North America, has been given to the top 100 tech companies based upon their technological innovation, management strength, market size, investor record, customer acquisition, and financial health. During the several months leading up to the announcement, hundreds of companies in the telecom, communications, security, Web 2.0, software, hardware, biotech, and clean tech industries sent in their submissions to qualify for the award.

"Some of the best known brands in the world trust our text mining product for their customer feedback analysis and demand that we maintain a fast pace of market leading innovation," said Sid Banerjee, CEO at Clarabridge. "We appreciate Red Herring's acknowledgement of the efforts we've put into building our product and feel it recognizes the core strength we bring as a company."

The CEOs of the 200 finalists were invited to present their winning strategies at the Red Herring Conference in San Diego, where they announced the Red Herring Top 100 finalists.

About Clarabridge

Clarabridge enables Fortune 1000 customers to transform text into valuable information to improve market research, customer care, product development, quality assurance and risk management. Clarabridge's award-winning software links the worlds of text analysis, search and business intelligence (BI) to enable enterprises to more quickly and intuitively leverage all of their data-internal and external, structured and unstructured-to make better business decisions. Clarabridge's Content Mining Platform™ is the first text-mining solution to work seamlessly with standard BI applications, tools and techniques, and Clarabridge delivers the industry's only hosted text-analysis solution with its Content Mining Service™. Clarabridge is headquartered in Reston, Virginia. For more information, visit www.clarabridge.com.

About Red Herring

Red Herring is a global media company uniting the world's best high technology innovators, venture investors, and business decision-makers in a variety of forums: a leading innovation magazine; an online daily technology news service; technology newsletters, and major events for technology leaders around the globe. Red Herring provides an insider's access to the global innovation ecosystem, featuring unparalleled insights on the emerging technologies driving the economy. For more information, visit www.redherring.com