



Press Release

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RED HERRING REVEALS COMPANIES SELECTED FOR THE RED HERRING NORTH AMERICA 100 2008

Award recognizes VoiceObjects as one of the 100 "Most Promising" Companies Driving the Future of Technology

San Francisco, CA, May 8, 2008 - Red Herring today announced that VoiceObjects was a finalist for the Red Herring 100 Award, a selection of the 100 most innovative private technology companies based in North America.

The Red Herring editorial board diligently surveyed the entrepreneurial scene throughout the North American region and identified the top 200 out of more than 800 closely evaluated companies that are leading the next wave of innovation.

"We can see the exciting evolution of the technology sector reflected in the quality and variety of exceptional companies that we had to choose from in putting our list together," said Joel Dreyfuss, editor-in-chief of Red Herring. "It was tough to choose just 200 finalists from such a large list of excellent contenders, and we are very happy with the quality of the companies we selected as finalists."

I'm so proud of the VoiceObjects team to have been chosen by Red Herring as one of the Top 100 Innovative Companies," said Beatriz Infante, president and chief executive officer, VoiceObjects. "It is testament to the work that we have done with our customers and our commitment to transform the phone self-service experience through the use of personalization technology."

The 100 winning companies will be announced at the Red Herring North America event. The CEOs of the winning startups will present their innovative ideas and technologies to an audience of leading entrepreneurs, financiers, and corporate strategists at the event in San Jose, California, on May 12-14 at the Fairmont. This year's Red Herring 100 North America event marks the 11th anniversary of the Red Herring 100 Awards. In celebration, the event will feature keynote addresses from legendary VC investors and CEOs of leading Internet, information, and communications companies.

About Red Herring

Red Herring is a global media company which unites 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 economy, featuring unparalleled insights on the emerging technologies driving the economy. More information about Red Herring is available on the Internet at www.redherring.com.

About VoiceObjects

VoiceObjects is redefining automated phone customer service for consumer organizations and mobile carriers. By delivering personalized self-service phone solutions, VoiceObjects enables organizations to personalize the user experience, integrate phone self-service into comprehensive customer service strategies and manage phone self-service phone applications residing on VoiceXML-based IVR platforms. VoiceObjects is used by leading companies including Vodafone, Hershey's, Adobe, T-Mobile, and Volkswagen Financial Services, providing personalized customer service experiences to more than 500 million callers each year. VoiceObjects is privately held and headquartered in San Mateo, CA. For more information visit www.VoiceObjects.com.

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