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Press Release

VoiceObjects Named 2008 Red Herring North America 100 Winner

Award Recognizes the 100 "Most Promising" Companies Driving the Future of Technology

San Mateo, CA, May 15, 2008 - VoiceObjects, Inc., the personalized phone self-service company, today announced its selection as a Red Herring 100 Award winner, which honors the 100 most innovative private technology companies in North America.

The Red Herring editorial board selected VoiceObjects as one of 100 winners from a pool of more than 1,500 applicants. Nominees were closely evaluated on both quantitative and qualitative criteria such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their ecosystem.

"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 100 winners 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 were announced at the Red Herring North America event in San Jose, California, where the CEOs of the winning startups have been presenting their innovative ideas and technologies to an audience of leading entrepreneurs, financiers, and corporate strategists all week.

"It's an honor to be named a Red Herring 100 winner, as it highlights VoiceObjects' success in providing our customers with personalized phone self-service solutions that dramatically improve their business results," said Beatriz Infante, CEO and president, VoiceObjects. "Our technology addresses the new generation of mobile consumers, meeting their critical customer service needs in fundamentally new ways."

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 global 500 enterprises and mobile carriers. By delivering personalized self-service phone solutions, VoiceObjects enables organizations to personalize the caller experience, integrate phone self-service into comprehensive customer service strategies and manage even the most complex multimodal applications working with VoiceXML-based IVR platforms. VoiceObjects is used by leading companies including Adobe, Hershey's, T-Mobile, Vodafone, 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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