



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

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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 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](http://www.redherring.com) : [cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww...](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww...)

### About Clarabridge

Clarabridge is the leading provider of text mining software for customer experience management. The Clarabridge Content Mining Platform™ provides Global 1000 enterprises an analytical view of text-based verbatims found in consumer feedback channels such as call center notes, qualitative survey feedback, Web 2.0 content, online forums, reviews and customer warranty forms. As a result, businesses can improve marketing, product/service management and customer service delivery. Clarabridge is privately held with headquarters in

Reston, Virginia. For more information, visit [www.clarabridge.com](http://www.clarabridge.com) : [cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww...](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww...) .

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