



## RED HERRING REVEALS COMPANIES SELECTED FOR THE RED HERRING 100 EUROPE 2008

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

**Malta, April 15th, 2008** – Red Herring today announced that Zweitgeist with its product weblin is a recipient of the Red Herring 100 Europe, an award given to the top 100 private technology companies based in the EMEA (Europe, Middle East and Africa) region each year.

“This year’s impressive list of winners demonstrates Europe’s emergence as a major player in the global technology sector,” said Red Herring Editor-in-Chief, Joel Dreyfuss. “The exceptional accomplishments of European technology companies and entrepreneurs are a testament to the rapid advancements being made in building the European innovation ecosystem.”

Jan Andresen, CEO of zweitgeist: “To be among the winners of the 100 most promising technology companies from Europe, Middle East and Africa is a great reward and confirmation of the goals we achieved and the ideas we converted into our social software so far. This really motivates and encourages us to take weblin to the next level.”

Red Herring’s lists of top private companies are an important part of the company’s tradition of identifying new and innovative technology companies and entrepreneurs. Companies like Google, eBay and Skype were spotted in their early days by Red Herring editors, and touted as leaders that would change the way we live and work.

Red Herring’s editorial staff rigorously evaluated more than hundreds of 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.



To honor the CEOs of Red Herring 100 Europe companies, Red Herring has invited each CEO to present his or her company at its Red Herring Europe 2008 event. Scheduled for April 14–16, at the Westin Dragonara Resort, this intimate, three-day event is themed “Ahead of the Curve” and will explore how European firms are leading the charge in many technology sectors, gaining the competitive advantage, and driving entrepreneurial success in ways that create business opportunities for challengers and incumbents alike.

### **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](http://www.redherring.com).

### **About weblin**

The Hamburg company zweitgeist GmbH was founded in June 2006. Zweitgeist provides the product weblin as a free of charge download. The program got several awards, Business 2.0 included weblin in the list of the 31 most promising non-US American Web 2.0 websites and the company is aided in the High-Tech startup-initiative “unternimm was” from Microsoft. The social software weblin not only makes people visible on websites but makes communication possible across all websites. It brings people with the same interests together. Zweitgeist cooperates with communities on the weblin platform by expanding the marketing effect of the communities. Zweitgeist’s first cooperation partners include Windows Live Messenger Germany, IBM and the Italian car brand Lancia.

For further information and free download see <http://www.weblin.com>