

Meridea Named as Red Herring 2005 Top 100 Award Winner

Submitted by: Campbell Communications

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- Award Recognizes the 100 Private European and Israeli Firms, Driving the Future of Technology

12 GMT, London, April 12, 2005 – Red Herring today announced that Meridea Financial Software Ltd is a recipient of Red Herring 100 Europe, a selection of the 100 private companies in Europe and Israel that play a leading role in innovation and technology.

Red Herring editor-in-chief Joel Dreyfuss said, “Our list shows that despite obstacles posed by regulations, bureaucracy and tradition, innovation and entrepreneurship continues to thrive in Europe.”

He explained that Meridea was selected by Red Herring’s editorial staff who rigorously evaluated more than 600 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.

Red Herring’s annual lists of top private companies are an important part of the magazine’s tradition of identifying new and innovative technology companies and entrepreneurs. Companies like Google and eBay were spotted in their early days by Red Herring editors, as those that would change the way we live and work. This is the first time that Red Herring magazine has compiled a list focused exclusively on the most promising start-ups in Europe.

Meridea was singled out for its new generation solutions which are helping banks and financial institutions become more customer focused and in particular for its mobile banking software which is making banking on the mobile device a reality for many consumers. Meridea was founded in 2001 and is owned by Nokia, Accenture, financial group Sampo, venture capital companies 3i and Nordic Venture Partners. It specialises in the provision of mobile customer services to financial institutions and other organisations across Europe, Asia and North America.

“It is a great compliment to be recognized by Red Herring as one of the Top 100 innovative technology companies in Europe,” said Jukka Riivari, President and CEO of Meridea. “This award acknowledges the impact our solutions are having in the marketplace and underlines that our mobile banking software is the one most likely to change the shape of mobile banking across the world.”

All the CEOs of the Red Herring 100 Europe companies, will be honoured at the Red Herring Venture Market Europe 2005 conference – April 12-14 at the Hilton on Park Lane in London. This conference will explore the trends, technologies and people affecting the European IT sphere, including the new challenges posed to European companies by emerging competitors in Asia. Jyrki Suokas, EVP of Meridea will be attending and would welcome the opportunity to discuss Meridea’s progress by telephone or in person. Please contact PR or Marketing contacts named below to schedule a time if this is of interest.
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About Meridea

Meridea Financial Software Ltd. is a mobile customer services provider. It helps organisations exploit mobility and enhance the quality of their customer relationships.

Meridea is owned by Nokia, Accenture, Sampo, 3i and Nordic Venture Partners. Headquartered in Helsinki,

Meridea operates in Europe, Asia and North America.
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About Red Herring

Red Herring, Inc., founded in 1993, is a media company whose mission is to cover innovation, technology, financing and entrepreneurial activity. Its staff of award-winning journalists tell readers what's first, what matters and most importantly, why. It is dedicated to thorough research, relevant metrics deep financial analysis, in-depth reporting and thoughtful debate. It is a sceptical, intelligent and trustworthy source of information in technology business. It claims to provide the most relevant, honest and independent information and analysis in an original and compelling editorial style for its audience of industry executives and entrepreneurs.

A privately held company, Red Herring, Inc. is headquartered in Belmont, California. For more information visit www.redherring.com