

Unipier Chosen As Recipient Of Prestigious Red Herring 100 Europe Award - Award Recognizes the 100 Private European and Israeli Firms Driving the Future of Technology

Submitted by: Unipier

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Netanya, Israel - April 13, 2005: Unipier and Red Herring today announced that Unipier has been chosen as a recipient of Red Herring 100 Europe award, a selection of the 100 private companies in Europe and Israel that play a leading role in innovation and technology.

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

Red Herring's 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 (Nasdaq: GOOG) and eBay (Nasdaq: 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 startups in Europe and Israel.

Red Herring's editorial staff 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.

"We are very excited to win this award and to be recognized as one of the 100 most promising private European and Israeli companies driving the future of technology," said Gabby Levy, CEO at Unipier. "Our mission is to provide mobile operators with innovative products that enable them to rapidly create, integrate, deliver and control mobile data services to help them compete better in this growing area of the market. We see this award as testimony to the quality of our team and technology."

To honor the CEOs of Red Herring 100 Europe companies, Red Herring has invited each CEO to present his or her company at its Venture Market Europe 2005 conference, a forum for technology's most exciting companies to share their insights on the future of innovation and the entrepreneurial journey. Scheduled for April 12-14, 2005 at the Hilton on Park Lane in London, this intimate, three-day 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.

About Unipier

Unipier is a leading provider of innovative mobile service delivery architecture and products that empower operators and ASPs to rapidly create, integrate, deliver and control a wide range of compelling, revenue generating mobile services. Unipier's products enable service providers to drive revenues while managing their subscriber base, and delivering personalized and branded environments to increasingly sophisticated devices and users.

Unipier's solutions power the delivery of data services and content at leading operators such as

Vodafone Italy, Telefonica, Wind Italy and Orange Israel. Unipier is a privately held company. Its investors include Carmel Ventures, Pitango, Greylock and Fidelity Ventures. For more information about Unipier please visit <http://www.unipier.com>.