



## PRESS RELEASE

### **ividence Selected as a 2011 Red Herring Top 100 Global Award Finalist**

*The world's first and only Ad Mail Xchange, which earlier gained recognition as a Red Herring Top 100 Europe Winner, is now a finalist in the prestigious global competition.*

**November 21, 2011 San Francisco, CA – ividence** announced today it has been chosen as a finalist for Red Herring's Top 100 Global Award. The Red Herring editorial team selected the companies with the most innovative technologies and business models from over 1000 companies and 40 nations.

ividence, the world's first and only AdMail Xchange, matches email addresses to the best offers for each person based on end-user behavior. List owners "send less and earn more," monetizing their lists with integrity, and advertisers see better results and ROI.

"Technology companies are becoming the bright spot in the economic outlook based on their increasing role within macro-economic environments," stated Alex Vieux, Chairman of Red Herring. "2011 has confirmed the sector's vibrant activity and its resilience to widespread economic problems. An unprecedented number of entrepreneurs are attempting to jump ahead of the competition and aspire to make a difference. Breakthroughs obsolete each other faster than ever before. ividence has performed exceptionally in its field and strongly deserves to be singled out as one of the Red Herring Global Finalists. At this stage, we are left with the daunting task to select the best qualified companies for the 2011 Top 100 Global Award."

Finalists are invited to present their winning strategies at the Red Herring Global forum in Los Angeles, December 5-7, 2011. The Top 100 winners will be announced at a special awards ceremony on December 7.

#### **About ividence**

The ividence platform is a disruptive technology that completely transforms the market's traditional practices, bringing to email what is available in the display and search markets. The 100% automated platform matches offers to records based on bid, performance and end-users behavior, resulting in fewer emails sent, improved ROI for advertisers and improved revenue for list owners.

ividence was a 2011 Red Herring Top 100 Technology Start-up Winner in Europe and was ranked fifth most innovative startup in the world at Innovate 2010.

Two "serial entrepreneurs" created ividence in 2009. The company has grown rapidly, now employing 30 people, with offices in New York, Paris and San Francisco.

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