



PRESS RELEASE

ividence Wins Red Herring Global 100 Award

The first standalone acquisition email ad exchange is recognized among the most promising private companies in the world

December 9, 2011 San Francisco, CA – Red Herring announced Wednesday that **ividence** was among the Global 100 Award winners. The award recognizes innovations from private companies in North America, Europe, and Asia.

ividence, the first standalone acquisition email ad exchange, uses behavioral targeting technology to match email offers to the best records, so that list owners can “send less and earn more,” monetizing their lists with integrity, and advertisers can see better results and ROI.

Red Herring editors were among the first to recognize the disruptive potential of companies like Google, Skype, Baidu, Salesforce.com, YouTube, and eBay, making the Red Herring Global 100 list a mark of distinction worldwide.

“Choosing the best out of the previous two years was by no means a small feat,” said Alex Vieux, Chairman of Red Herring. “After rigorous contemplation and discussion, we narrowed down our list from 1,100 potential companies to 100 winners. It was an extremely difficult process. ividence should be extremely proud of its achievement, the competition for the Top 100 was fierce. The Top 100 Global are truly the best of the best.”

Red Herring’s editorial staff evaluates companies on criteria like financial performance, technology innovation, management quality, strategy, and market penetration. This assessment of potential is complemented by a review of the track record and standing of startups relative to their sector peers. Red Herring sees past the “buzz,” making the list invaluable for discovery of the greatest business opportunities around the world.

“ividence is honored to have won Red Herring’s Global 100 award and to be among such exciting and innovative companies around the world,” said CEO and co-founder Eric Didier.

About ividence

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

ividence has now received a 2011 Red Herring Global Top 100 award 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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