

Jivox Selected as Finalist for Red Herring 100 North America 2009

Online Video Ad Company Among This Year's Most Promising Private Technology Ventures in North America

San Mateo, California (PRWEB) - April 30, 2009 - Jivox, the online video advertising service that helps local businesses reach their customers with easy and affordable online video advertising, announced today its status as a finalist of the "Red Herring 100 North America" award, a prestigious list honoring the year's most promising private technology ventures in North America.

“Since the launch of the Jivox service, thousands of small businesses have signed up to promote their products and services using Jivox,” said Diaz Nesamoney, founder and CEO of Jivox. “Several of our media publisher partners have also seen this market opportunity and are extending the Jivox service to their customers.”

The Red Herring editorial team selected the most innovative companies from a pool of 1,200. The nominees are evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their respective industries.

This unique assessment of potential is complemented by a review of the actual track record and standing of a company, which allows Red Herring to see past the “buzz” and make the list an invaluable instrument for discovering and advocating the greatest business opportunities in the industry.

"This year was especially difficult," said Alex Vieux, Publisher and CEO of Red Herring. "There were so many great companies producing really innovative and amazing products that we had a difficult time narrowing it down to 200. Now we're faced with the arduous task of selecting the final 100. We know that this year's crop will grow into some amazing companies that are sure to go far."

For over 10 years, The Red Herring 100 North America award, open to private technology companies headquartered in North America, has been given to the top 100 tech companies based upon their technological innovation, management strength, market size, investor record, customer acquisition, and financial health. During the several months leading up to the announcement, hundreds of companies in the telecom, communications, security, Web 2.0, software, hardware, biotech, and clean tech industries sent in their submissions to qualify for the award.

The CEOs of the 200 finalists are invited to present their winning strategies at the Red Herring Conference in San Diego, where the Red Herring Top 100 will be announced.

About Red Herring

Red Herring is a global media company uniting 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 ecosystem, featuring unparalleled insights on the emerging technologies driving the economy.

For more information, visit www.redherring.com

About Jivox

Jivox helps small businesses reach customers with online video advertising. Jivox provides advertisers with an online, self-service tool to create high-impact video ads using stock footage, images, music or their existing video assets. Jivox ensures high-quality placement of customer ads through the Jivox Publisher Network, a locally focused network of premium publishers that includes hundreds of local TV and radio stations, newspapers, weather and other specialty websites, and offers geographic ad targeting at the city level as well as demographic and contextual targeting. Jivox is a privately held company based in San Mateo, Calif. For more information about Jivox, please visit www.jivox.com.

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