



## **Ring2 Conferencing Named a "Red Herring 100 Global" Award Winner**

San Francisco, CA, December 5, 2007 – Ring2 Conferencing announced today that it has been selected as a winner of the Red Herring 100 Global Award.

Red Herring 100 winners and finalists from North America, Europe and Asia of the last three years were eligible for this award. The Red Herring editorial team used a very competitive process to whittle down this pool of 1800 eligible promising companies to the 100 winners of this first-time award. Evaluations were made on both quantitative and qualitative criteria such as financial performance, innovation, management, global strategy, and ecosystem integration.

"We're delighted to be recognized by Red Herring," said Michael Hughes, Ring2's co-CEO and co-founder. "Ring2 is committed to solving everyday problems and frustrations that have grown up alongside the audio-conferencing industry. Our unique mobile remote control tool for BlackBerry® smartphones and Windows Mobile PDAs is being used by our customers on over 60% of conference calls, which speaks to its ease-of-use and value in bringing visibility, security and control to their everyday calls."

As so many calls are made away from the desk (40 percent from meeting rooms) where users often do not have their PCs at hand, Ring2 offers audio-conferencing remote control from a mobile device. When the first participant joins a call, the call leader receives instant notification on their BlackBerry smartphone and is able to see a real-time display of participants with a single 'click.' The call leader can then perform functions to manage the call remotely, such as muting lines with background noise, adding participants to the conference from the BlackBerry address book or initiating a recording of the call.

The winning companies were announced and celebrated at the Red Herring Global event in Seattle, WA, on December 3-5.

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, eBay and Skype were spotted in their early days by Red Herring editors as those that would change the way we live and work.

*In the Southeast U.S., Ring2 Conference Services are distributed by Alabama Data, Inc.*

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