




PRESS RELEASE



RED HERRING REVEALS COMPANIES SELECTED AS FINALISTS FOR THE RED HERRING 100 EUROPE 2009

Berlin, March 23, 2009 – Red Herring today announced that **WYPLAY** was named a Finalist of Red Herring 100 Europe, an award given to the top 100 private technology companies based in the EMEA (Europe, Middle East and Africa) region each year.

“This year’s impressive list of submissions from companies demonstrates Europe’s growing role as a major center of innovation in the global technology sector,” said Red Herring Publisher, Alex Vieux. “The exceptional accomplishments of European technology startups and entrepreneurs are a testament to the rapid advancements being made in building the European innovation ecosystem.”

Red Herring’s lists of top private companies are an important part of the publication’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, and touted as leaders that would change the way we live and work.

" Wyplay is proud to have been selected as a Finalist in the Red Herring Europe awards. It confirms that our technology and business strategy meets the expectations of high-end innovation specialists like Red Herring. This selection arrives at a time when our multimedia middleware technology is now beginning to be known, recognized, and appreciated by the European Press and industry experts due to our high profile customer deployments. This selection reinforces our growing credibility throughout the Consumer Electronics industry" said Jacques Bourginaud, CEO of Wyplay.

Red Herring’s editorial staff rigorously evaluated several hundred 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.

Red Herring will honor the Red Herring 100 Europe Finalist companies at its Red Herring Europe 2009 Conference. Scheduled for March 31- April 2, at the Berlin Radisson Hotel. This intimate, 2 1/2 day event will explore how European firms are leading the charge in many technology sectors, gaining a competitive advantage, and driving entrepreneurial success in ways that create business opportunities for challengers and incumbents alike.

About Red Herring

Red Herring is a global media company which unites 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 economy, featuring unparalleled insights on the emerging technologies driving the economy. More information about Red Herring is available on the Internet at www.redherring.com.

About Wyplay

Wyplay is a user-centric, Europe-based ODM providing a range of internationally recognized TV and home media connected platforms. Wyplay's creative solutions have an unsurpassed range of connectivity and range of media playability, driven by an elegant and easy-to-use User Interface that greatly contributes to the quality of experience for the most demanding customer.

Wyplay offers tailor-made solutions ranging from software licensing only to full turnkey products: Media Center CE Devices, full-HD IPTV boxes, DVB Set Top Boxes, connected TVs, and in-home HD Multimedia-HDD products.

Wyplay's products power some of the world's leading in-home consumer electronic brands and operators.

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