



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

Berlin, March 23, 2009 – Red Herring today announced that **smartShift** 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.

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 smartShift

smartShift is a leading international provider of tool-based IT solutions for the enterprise, with an emphasis on modernization of SAP systems and legacy applications. Our SAP practice focuses on automating the analysis and transformation of SAP custom code. smartShift SAP offerings create transparency and enable SAP customers to preserve and enhance their valuable ABAP extensions (modifications and custom code) as they upgrade, implement Unicode, and modernize their SAP environments. Our legacy practice employs exclusive methodologies and tools for migrating existing enterprise applications into new environments while maintaining and enhancing their value, regardless of current lifecycle phase or program basis. smartShift was originally founded in Boston in 1992 as International Integration Inc. (i-cube), quickly becoming a market leader in tool-based IT modernization. Patents and methodologies developed during that era of rapid growth and unprecedented achievement were carried over to smartShift and have developed throughout subsequent years of project experience into the current smartShift portfolio. smartShift is based in Mannheim and Munich, Germany, with international branches in Boston and San Francisco, USA and Hyderabad, India.