

**Red Herring Reveals Companies Selected as Winners for  
THE RED HERRING 100 EUROPE 2009**



**Berlin, April 3rd, 2009** – Red Herring today announced that [MiniFrame](#) was named a WINNER of the 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.

“During a difficult year, Red Herring still received an impressive list of submissions from companies across the EMEA region, clearly demonstrating Europe’s role as a major center of innovation in the global technology sector,” said Red Herring Managing Director, Farley Duvall. “The exceptional accomplishments of European technology startups and entrepreneurs are a testament to the rapid advancements being made in building the European innovation ecosystem.”

“We are thrilled to be recognized as winners of the Red Herring 100 Europe award. Innovation has always been a significant factor, driving the constantly improving world we live in. These tough economic times we are facing present an even greater necessity to maximize on human creativity and knowledge, optimizing on the efficiency of innovative solutions. "Doing more with less", MiniFrame's slogan, is what is needed in this era. Now more than ever there is more willingness to adapt to new approaches, helping our solution to become mainstream. SoftXpand will continue to thrive on industry advancements. We invite channel partners and manufacturers to share the opportunity with us and join our growing international channel network,” said MiniFrame CEO, Eli Segal.

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.

MiniFrame is the provider of the multi-user, software-only solution, SoftXpand, which uses a unique load balancing, virtualization technique to transform a standard Windows PC into a multi-user PC consisting of up to eight independent workstations, with no proprietary hardware. Each workstation's performance is equal to the original host PC's performance.

With its innovative, proprietary technology, MiniFrame provides top performance computing at an ultra low cost, at any given PC level, improving PC access across developing and developed countries alike. SoftXpand enables at least 75% savings in IT TCO (total cost of ownership) and is considered to be the ultimate green IT solution, as testified by the Green Organisation by presenting the solution with the Green Apple award for environmental best practice in IT. Furthermore, SoftXpand enables simplified manageability, more efficient networking, and dramatic savings in human resource productivity, overhead, maintenance, space and logistics.

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 has honored the Red Herring 100 Europe Finalist companies at its Red Herring Europe 2009 Conference, which was held March 31- April 2, at the Berlin Radisson Hotel. This intimate, 2 1/2 day event explored 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](http://www.redherring.com).

#### **About MiniFrame**

MiniFrame's award-winning desktop virtualization solution offers high-performance technology and flexibility, enabling customers to switch to green IT and dramatically reduce costs. Unlike thin client solutions, SoftXpand does not require proprietary hardware. MiniFrame provides high performance multi-user solutions to various vertical markets, including education, small to medium sized business, call centre, internet cafe and the banking sector. MiniFrame has distribution partners in 4 continents, and is continuously seeking to expand its international distribution network, offering a unique window of opportunity to its partners. Moreover, MiniFrame is currently seeking strategic investors and partners who share our values and commitment to efficient IT to help shorten our time to market. For partnership inquiries please visit [www.miniframe.com](http://www.miniframe.com) or contact MiniFrame by email: [sales@miniframe.com](mailto:sales@miniframe.com).

#### **Media contact:**

Michaela Komblis

MiniFrame Ltd.

Tel.: +972 9 8355200

Email: [michaelak@miniframe.com](mailto:michaelak@miniframe.com)