



**RED HERRING REVEALS COMPANIES SELECTED FOR  
THE RED HERRING 100 EUROPE 2008**

*Award Recognizes the 100 "Most Promising" Companies  
Driving the Future of Technology*

**Malta, April 15, 2008** – Red Herring today announced that **Confidex Ltd.** is a recipient 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.

“This year’s impressive list of winners demonstrates Europe’s emergence as a major player in the global technology sector,” said Red Herring Editor-in-Chief, Joel Dreyfuss. “The exceptional accomplishments of European technology companies 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 company’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 more than hundreds of 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.

"We value this acknowledgement very highly," said Timo Lindstrom, Confidex CEO.

"Selecting Confidex from a vast range of outstanding companies confirms the confidence we have in our chosen strategies. "Our growth is a direct result of our commitment to provide high quality RFID tags and from the trust our customers have demonstrated by believing in our capabilities. The Red Herring 100 Europe 2008 Award will continue to motivate us to outperform expectations."

To honor the CEOs of Red Herring 100 Europe companies, Red Herring has invited each CEO to present his or her company at its Red Herring Europe 2008 event.

Scheduled for April 14-16, at the Westin Dragonara Resort, this intimate, three-day event is themed "Ahead of the Curve" and will explore how European firms are

leading the charge in many technology sectors, gaining the competitive advantage, and driving entrepreneurial success in ways that create business opportunities for challengers and incumbents alike.

### **About Confidex**

Confidex, headquartered in Tampere, Finland, is a fast growing company with unique expertise in RFID design, manufacturing and system engineering. With offices in Europe, North America and China, Confidex provides high-performing, industry-standard RFID tags for demanding applications in the Aerospace, Automotive, Defense, Petrochemical and Retail Logistics industries; ensuring consistent quality, performance, and reliability at the lowest possible cost. The company's highly experienced team has enabled Confidex to quickly become the trusted partner for major vendors and end-users in the RFID industry.

Confidex's core competencies and experience span HF (high frequency) and UHF (ultra high frequency) antenna design, tag manufacturing, and advanced tag conversion and encapsulation.

For more information, visit [www.confidex.net](http://www.confidex.net).

### **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).