

Zemanta is Red Herring 100 Europe 2008 winner

15 April 2008 – Red Herring today announces that Zemanta (www.zemanta.com) is named a winner 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.

Zemanta, a 2008 start-up company, provides an intelligent web content-enrichment service that analyses text and phrases before automatically suggesting relevant links to pictures, articles and related news from around the web.

Commenting on being included in the Red Herring 100 Europe, Ales Spetic, Managing Director, Zemanta says:

“We’re delighted that Zemanta is a winner in this year’s prestigious Red Herring awards. Our goal is to become the first-choice online content enrichment service – from blogs, to online word processors, to email – creating a richer, more interlinked web of user-generated content for tens of millions of readers. This recognition by Red Herring reflects the hard work and vision of the whole Zemanta team.”

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.

The 2008 winners were unveiled at Red Herring 100 Europe 2008 in Malta on April 15.

For more information:

Ales Spetic, Managing Director, Zemanta t: +386 41 669 158
www.zemanta.com

About Zemanta

Launched in early 2008, Zemanta’s free-to-use software uses natural language processing and semantic technology to analyse words and phrases in a piece of text. It then suggests contextually relevant links to pictures, articles, news and other related content from around the web. The suggested multi-media links can be reviewed and edited by the author before being automatically incorporated into the site.

Initially targeting English-language websites, Zemanta is based in London, with software development in Slovenia. The company was a 2007 winner at Seedcamp – the European funding and networking event for technology start-ups. Investors include Eden Ventures and TAG.

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.