

For Immediate Release:

Adlucent Named Red Herring 100 Finalist

Top Paid Search Firm Recognized as One of this Year's Most Promising Private Technology Ventures in North America

AUSTIN, Texas – May 11, 2009 – Adlucent, a leader in performance-based search marketing, today announced it was named a finalist in the “Red Herring 100 North America” award competition, which honors the year’s most promising private technology ventures in North America. The Red Herring editorial team selected the most innovative companies from a pool of 1,200 entries. The nominees are evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their respective industries.

This unique assessment of potential is complemented by a review of the actual track record and standing of a company, which allows Red Herring to see past the “buzz” and make the list an invaluable instrument for discovering and advocating the greatest business opportunities in the industry.

“This year was especially difficult,” said Alex Vieux, Publisher and CEO of Red Herring. “There were so many great companies producing really innovative and amazing products that we had a difficult time narrowing it down to 200. Now we’re faced with the arduous task of selecting the final 100. We know that this year’s crop will grow into some amazing companies that are sure to go far.”

For over 10 years, The Red Herring 100 North America award, open to private technology companies headquartered in North America, has been given to the top 100 tech companies based upon their technological innovation, management strength, market size, investor record, customer acquisition, and financial health. During the several months leading up to the announcement, hundreds of companies in the telecom, communications, security, Web 2.0, software, hardware, biotech, and clean tech industries sent in their submissions to qualify for the award.

“Our Deep Search technology is changing the way online retailers around the world think about paid search. We’re honored to be recognized for our innovation as a leader out of more than 1,200 private companies,” said [Michael Griffin](#), co-founder and CTO of [Adlucent](#).

Adlucent offers pure performance-based search marketing services where clients pay only for generated sales, not clicks. With its proprietary Deep Search™ technology, Adlucent can accurately monitor and predict how keywords will behave, thereby

minimizing testing costs and maximizing keyword profitability. For more information on Adlucent and its search marketing offerings, visit www.adlucent.com.

About Red Herring

Red Herring is a global media company uniting 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 ecosystem, featuring unparalleled insights on the emerging technologies driving the economy. For more information, visit www.redherring.com.

About Adlucent:

Adlucent helps the world's largest online retailers increase sales by attracting and delivering highly-qualified customers. As a performance-based sales partner, Adlucent has developed its Deep Search™ technology to drive results that are three times more effective than traditional search engine marketing. Adlucent is a privately-held company headquartered in Austin, Texas. More information is available at www.adlucent.com.

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