



RED HERRING REVEALS PLISTA SELECTED AS FINALIST FOR THE RED HERRING 100 EUROPE 2009

Berlin, March 25, 2009 – Two days ago Red Herring announced that **plista** 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. Dominik Matyka, CEO of plista states: “The whole plista team is delighted with the nomination. Being among the finalists of Red Herring 100 again underlines, that we are on the right track with our business model. Not only this nomination, but also several surveys show that there is a strong need for personalization and people are fed up with the masses of information they get confronted with day by day. This is where plista comes into play.”

“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 plista GmbH

plista is the first preference-based ad network and provides a new highly efficient ad format for Publishers and Advertisers. It delivers more than five million Recommendation Ads per day similar to the ©Amazon principle: „That could be interesting for you“ or „people who read this, also buy/read...“! The new preference-based ad format is for Publishers and Advertisers an innovative solution for efficiently and easy market their products and websites.

The plista GmbH was founded in July 2008 by Dominik Matyka (CEO), Christian Laase (COO) and Andreas Richter (CIO) and currently has 30 employees in IT, Marketing and Management. The headquarter is in Berlin (Mitte).

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Graphical Materials

High-resolution images and other material can be found on our website:

<http://www.plista.com/infos/press?lang=eng>