



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 **Museeka** 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.

“Museeka is proud to have been selected as a winner of the Red Herring 100 Europe event. The award reflects the music industry’s need for new and scalable music recommendation solutions, in conjunction with a sustainable business model, to unlock the potential of the fast growing online digital music world” said Lars Färnström, co-founder & CEO of Museeka.

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 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 Museeka

Museeka (www.museeka.com) has developed the next generation music search and recommendation technology that will release the potential of the digital music world: It enables consumers to easily navigate among millions of songs and instantly discover music they like. At the same time it allows the music content providers to target the relevant parts of their catalogues to the taste of the individual consumer. By providing the perfect match between demand and supply, Museeka can unleash the economic potential of digital music consumption. For more information please contact info@museeka.com.