



## **Ellacoya Named to Red Herring Global 100 List**

*Award recognizes the world's top 100 private companies that drive the future of global technology*

Merrimack, New Hampshire, USA – December 6, 2007 – Ellacoya Networks®, a leading provider of broadband service optimization solutions based on deep packet inspection (DPI) technology, has been named one of the top 100 privately held companies in the world by Red Herring Magazine at the Red Herring Global event in Seattle this week.

“The Red Herring 100 lists have long been reliable sources for investors and entrepreneurs seeking insider information on the innovation economy region-to-region,” said Gerald Wesel, chairman and CEO, Ellacoya. “The Global 100 adds another dimension to this resource and we are honored to be among the distinguished companies recognized by Red Herring as one of the top tech companies in the world.”

Red Herring 100 winners and finalists from North America, Europe and Asia of the last three years were eligible for this award. The Red Herring editorial team used a very competitive process to whittle down this pool of 1800 eligible promising companies to the 100 winners of this first-time award. Evaluations were made on both quantitative and qualitative criteria such as financial performance, innovation, management, global strategy, and ecosystem integration.

### **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 research, 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. For more information, visit [www.redherring.com](http://www.redherring.com).

### **About Ellacoya Networks**

Ellacoya Networks is a leading provider of carrier-grade broadband service optimization solutions that leverage deep packet inspection (DPI) technology to give broadband service providers the visibility and control necessary to optimize Internet services for their subscribers. The Ellacoya e30 and e100 hardware platforms and rich suite of software applications identify subscribers, classify and control applications on a per-subscriber basis, improve performance and customer satisfaction, and deliver revenue-generating IP services. Deployed in some of the world's largest carrier IP networks, it is the only company that provides the scalability and functionality necessary to enable more compelling applications and competitive service offerings -- and to profit from them. Ellacoya Networks is privately held and based in Merrimack, New Hampshire with offices in London, Tokyo and Singapore. For more information contact us at US +1 603.577.5544 or visit us at [www.ellacoya.com](http://www.ellacoya.com).

###

Contact: Matt Burke, (603) 315-0618, [mburke@ellacoya.com](mailto:mburke@ellacoya.com)