

## **Nextivity Announced as finalist in Red Herring Top 100 North America**

*Nextivity Inc. Honored Among This Year's Most Promising Private Technology Ventures in North America*

**San Diego, California, Thursday April 30<sup>th</sup>** – Nextivity Inc, Inc., a leading developer of in-building coverage technology, today announced today that Red Herring Magazine has named Nextivity a finalist for the "Red Herring 100 North America" award, a prestigious list honoring this year's most promising private technology ventures in North America. The Red Herring editorial team used an intensely competitive process to select the most innovative companies from a pool of 1,200, leaving 200 finalists vying for this prestigious award. The nominees are rigidly evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their ecosystem.

This unique assessment of potential is complemented by a review of the actual track record and standing of a company, allowing 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, is given to the top 100 tech companies based upon technology 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 related industries sent in their submissions to qualify for the award. The CEOs of the 200 finalists companies are invited to present their winning strategies at the Red Herring Conference in San Diego, where the Red Herring Top 100 will be announced at a special Awards Ceremony.

### **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](http://www.redherring.com)

**About Nextivity Inc.**

Nextivity Inc. is a leading developer of in-building coverage technology which optimizes the indoor experience of wireless subscribers and increases RF network capacity for mobile network operators. In Q2 of 2009 the company will introduce the first smart repeater products powered by its Intelliboost™ core processor.

The veteran engineering team at Nextivity is leveraging advanced signal processing and intelligent antenna design to create a new market for self-configuring, environmentally-aware indoor coverage systems. Nextivity was honored as a Top Innovator in the 2009 GSMA Mobile Innovation Competition and as Outstanding Emerging Growth Company at the 15th Annual AeA High Tech Awards in San Diego.

For more information, please visit [www.nextivityinc.com](http://www.nextivityinc.com)

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