



Starhome is selected as one of this year's Red Herring Top 100 Global Winners

*The prestigious award is in recognition of the year's most enterprising private
technology companies from across the globe.*

Zurich, Switzerland, 13th December, 2011 – Starhome®, the leading provider and acknowledged driving force of roaming services for mobile network operators, announced today that it has been awarded the honor for its innovation and technology in the roaming telecom industry.

Red Herring's Global 100 list has become a mark of distinction for identifying promising companies and entrepreneurs. Red Herring editors were among the first to recognize that companies such as Google, Skype, Baidu, Salesforce.com, YouTube, eBay and many others would change the way we live and work.

Eitan Achlow, CEO at Starhome commented: "We are extremely proud to have been given this award. It is our continuous efforts, innovation and vision, that brought us so far and will continue to take us much further in the future. Our employees' exceptional team spirit and drive to develop the best possible solutions for the industry is a main ingredient behind Starhome".

Red Herring's editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration. This assessment of potential is complemented by a review of the track record and standing of each company relative to their sector peers, allowing Red Herring to see past the "buzz" and make the list an invaluable instrument of discovery and advocacy for the greatest business opportunities from around the world.

"Choosing the best out of the previous two years was by no means a small feat," said Alex Vieux, Chairman of Red Herring. "After rigorous contemplation and discussion,

we narrowed down our list from 1,100 potential companies to 100 winners. It was an extremely difficult process. Starhome should be extremely proud of its achievement; the competition for the Top 100 was fierce. The Top 100 Global are truly the best of the best.”

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About Starhome

Starhome is a field proven leader in roaming whose cumulative knowledge and expertise has made it the roaming partner of choice for mobile operators. Since its establishment in 1999, Starhome manages and monitors more than 900 roaming solutions for over 200 mobile operators in 130 countries worldwide.

Starhome’s solutions address all key roaming requirements and specifically target three distinct areas of activity at the mobile operator. For **Retail**, Starhome offers seamless solutions to stimulate and increase roaming traffic and usability. For **Wholesale**, our powerful solutions enable teams to meet their wholesale targets and IOT discount agreements. For **Operations**, our mission-critical solutions optimize network efficiency and reduce cost of ownership.

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.

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