



Red Herring Names Kasenna to the Red Herring 100 Spring 2007

Award Recognizes the 100 'Most Promising' Companies Driving the Future of Technology

SAN FRANCISCO, May 2 /PRNewswire/ -- Red Herring today announced that Kasenna is a recipient of Red Herring 100 Spring, an award given to the top 100 private technology companies based in North America.

"We received more than 800 submissions, so the selection process was not easy, but it's exciting to see technology innovators and business investors collaborate to create disruptive technologies," said Joel Dreyfuss, Editor-in-Chief of Red Herring. "With venture capital flowing again, The Red Herring 100 North America companies are impressive up-and-comers, and definitely the ones to watch."

Red Herring's annual 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.

"It is with great pride that Kasenna accepts the award, honor and recognition of being one of the Red Herring 100 firms," said Kasenna CEO Kumar Shah. "With our PortalTV product suite, we are bringing together two powerful media -- TV and Internet -- for the benefit of our service provider customers and consumers, to enable them to leverage the best that IPTV and Broadband/Internet video offer."

Kasenna is being recognized for its successful business execution in bringing to market and driving adoption of its innovative solution for IPTV. PortalTV(TM) combines a web services-based IPTV middleware called LivingRoom(TM) 2.0 which gives operators flexibility to make more rapid programming changes, and MediaBase(TM) 8.2 the industry's most widely deployed video server software.

In a recent benchmark test Kasenna LivingRoom middleware helped prove that IPTV systems can scale to one million users. In the test, LivingRoom software was run on standard off-the-shelf servers and delivered an impressive 200,000 subscribers per single server, with 120,000 of them active subscribers, another industry first; this means just five servers running LivingRoom can deliver service to an area with one million subscribers with 60% concurrency.

Red Herring's editorial staff rigorously evaluated more than 800 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.

To honor the CEOs of Red Herring 100 Spring companies, Red Herring has invited each one to present his or her company at its Red Herring Spring 2007 event, May 1-3, at the Hyatt Regency in Monterey. As the venue for the unveiling of the Top 100 private companies in North America, Red Herring Spring draws unparalleled attention from decision makers and industry observers across the continent. This year marks the 10th anniversary of the Red Herring 100 Awards. To celebrate this occasion, Red Herring 100 winners will share their successes and insights on how to make it to the top.

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 <http://www.redherring.com>.

About Kasenna

Kasenna, The IPTV Company, is a leading provider of video-on-demand (VOD) content and MPEG-4-ready IPTV applications for triple-play services over broadband networks. The fully integrated Kasenna PortalTV(TM) solution enables telecom service providers, cable operators, and others to generate additional revenue, increase profits, and raise customer satisfaction by delivering advanced television services. Proven through dozens of global deployments, Kasenna's patented software technology is built on open standards, enabling providers to easily customize services and the viewer experience. Through its ViewNow subsidiary, Kasenna offers the industry's only turnkey IPTV solution that includes scalable IP video infrastructure, subscriber applications, and VOD programming. Kasenna is a privately held company with headquarters in Sunnyvale, California, and office locations worldwide. For more information, please visit <http://www.kasenna.com>.

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