

# KESDEE is a Finalist for the Red Herring 100 Global Award



*San Diego, CA, December 23, 2009* – Red Herring announced today that KESDEE has been selected as a finalist for Red Herring's Global 100 award, a prestigious list honoring the year's most promising private technology ventures from around the world.

The Red Herring editorial team selected the most innovative companies from a pool of 1,200. The nominees are evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy and integration into their respective industries.

This unique assessment of potential is complemented by a review of the actual track record and standing of a company, which allows Red Herring to see 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. "Despite the global economic situation, there were many great companies producing really innovative and amazing products that we had a difficult time narrowing the pool and selecting the finalists. Now we're faced with the arduous task of selecting the final 100 winners of the award. We know that this year's crop will grow into some amazing companies that are sure to go far."

Finalists for the 2009 edition of the Red Herring Global 100 award are selected from the regional recipients or finalists of the Red Herring 100 awards from Asia, Europe, and North America. For the past three years, the award has been given to the top 100 global technology companies based upon their technological innovation, management strength, market size, investor record, customer acquisition, and financial health.

Swarna Jessica Srinivas, President of KESDEE Inc, said, "It is exciting to be a finalist of the Red Herring 100 Global Award. I look forward to present KESDEE's business model and value proposition to the distinguished panel of judges in the forthcoming Red Herring global conference."

The CEOs of the 200 finalists are invited to present the winning strategies at the Red Herring Global Conference in Laguna Niguel, California, January 12 – 14, 2010. Specific to the Red Herring 100 Global Award, the judges will look closely at the company's global strategy to evaluate how the company will be able to handle the challenges of internationalization and a global presence. The Top 100 winners will be announced at a special awards ceremony at the event.

## **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 view of the global innovation ecosystem, featuring unparalleled insights on the emerging technologies driving the economy.

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## **About KESDEE**

KESDEE is the world's largest financial e-learning company, with a comprehensive catalog of 750 accredited e-learning courses on various topics in Banking, Finance, Accounting, Insurance and Risk Management. KESDEE also offers web-based exam preps for certification exams in risk management and financial analysis (FRM, PRM, Associate PRM and CFA Level 1 Exams).

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