



KESDEE Inc is a winner of the Red Herring 100 Global Award.

KESDEE Inc, the world's largest financial e-Learning company, has been presented with the prestigious Red Herring Global 100 Award.

San Diego, California, Jan 15, 2010 - Red Herring presented the award in recognition of the leading private companies from North America, Europe, and Asia, celebrating the innovations and technologies across their respective industries.

Swarna Jessica Srinivas, President of KESDEE Inc, said, "The Red Herring Global 100 Award affirms our strategic vision and value proposition. A culture of continuous innovation, top quality client service and global ecosystem of strategic partners have become hallmarks of our growth. It is an honor to receive this award. It is a tribute to our entire team and our extended enterprise."

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

"Choosing the best out of the previous three years was by no means a small feat," said Alex Vieux, publisher and CEO of Red Herring. "After rigorous contemplation and discussion, we narrowed down our list from 1,200 potential companies to 200 finalists. Trying to get it down to 100 companies was a task upon itself. The top 100 companies who were chosen should be extremely proud, the competition was difficult."

Red Herring's editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technology innovation, management

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quality, strategy, and market penetration. This assessment of potential is complemented by a review of the track record and standing of startups 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.

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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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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