



## **Icera wins Red Herring Top 100 Europe 2006 Award**

### **Award Recognizes the 100 “Most Promising” Firms Driving the Future of Technology**

**Bristol, May 9 2006** – Wireless soft modem company, Icera, today announced that it has been selected for a Red Herring 100 Europe award, which recognizes the top 100 private companies based in the EMEA region that play a leading role in innovation and technology.

Stan Boland, President & CEO of Icera, said: “We are very proud to have been selected for this award which recognizes technical excellence as well as business strategy, market opportunity and revenue potential.”

Red Herring’s lists of top private companies are an important part of the magazine’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 as those that would change the way we live and work.

Red Herring’s editorial staff rigorously evaluated more than 700 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.

Stan Boland will be giving a keynote interview and presenting Icera at Red Herring’s Venture Market Europe 2006 conference in Paris on May 10<sup>th</sup>. The conference will explore the trends, technologies and people affecting the IT sphere in the EMEA region with the theme “Old World, New Hope - 100 Reasons to Believe in Europe’s Innovative Edge.”

#### **About Icera**

Icera delivers wireless soft modems with the highest performance HSDPA to mobile phone and datacard manufacturers through a range of platform solutions. Founded in 2002, Icera is headquartered in the UK, with design locations in the UK and France, sales offices in Europe and Japan and representative support in Korea. For more information, visit the Icera website at [www.icerasemi.com](http://www.icerasemi.com).

**About Red Herring**

Red Herring, Inc., founded in 1993, is a media company whose mission is to cover innovation, technology, financing and entrepreneurial activity. Its staff of award-winning journalists tell readers what's first, what matters and most importantly, why.

Red Herring is dedicated to thorough research, relevant metrics deep financial analysis, in-depth reporting, crisp writing and thoughtful debate. We are a skeptical, intelligent and trustworthy source of information in technology business. Our primary obligation is to provide the most relevant, honest and independent information and analysis to our audience, with the conviction that an exceptional editorial product is the best catalyst for success and the best way to serve our advertisers and investors. Our content is original, compelling and actionable for industry executives and entrepreneurs.

A privately held company, Red Herring, Inc. is headquartered in Belmont, California. For more information visit [www.redherring.com](http://www.redherring.com)

**For further information, please contact:**

Sally Doherty

Icera Inc.

Tel: +44 1454 284800

Email: [sally@icerasemi.com](mailto:sally@icerasemi.com)