



Mendor Selected as a Red Herring Top 100 Europe Tech Startup

Amsterdam, Netherlands - Red Herring announced its Top 100 award in recognition of the leading private companies from Europe, celebrating these startups' innovations and technologies across their respective industries.

Red Herring's Top 100 Europe 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 Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, and eBay would change the way we live and work.

"Choosing the companies with the strongest potential was by no means a small feat," said Alex Vieux, publisher and CEO of Red Herring. "After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across Europe to the Top 100 Winners. We believe Mendor embodies the vision, drive and innovation that define a successful entrepreneurial venture. Mendor should be proud of its accomplishment, as the competition was very strong."

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 startups relative to their sector peers, allowing Red Herring to see past the "buzz" and make the list a valuable instrument of discovery and advocacy for the most promising new business models in Europe.

Founded in 2005 in Helsinki, Finland, Mendor designs, develops and markets innovative diabetes care products. Mendor's first product, blood glucose meter named the Discreet™, has received high praise from clinicians and diabetologists all over the world. The meter contains all the necessary components for daily blood glucose measurements: meter, strips and lancing device in an integrated, all-in-one device the size of a cell phone. Mendor Discreet™ is designed to simplify the lives of people with diabetes who regularly need to test their blood glucose levels.

Images available on request. For more information, visit: www.mendor.com and <http://www.herring100.com/RHE/2011/top100.html>

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