



Worldwidgames GmbH (WWG) selected as Red Herring Top 100 Europe Winner

Hamburg, 02.06.2010 – 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 WWG Worldwidgames GmbH embodies the vision, drive and innovation that define a successful entrepreneurial venture. WWG Worldwidgames GmbH should be proud of its accomplishment, as the competition was very strong."

"We are very proud that we received the prestigious Red Herring Top 100 Europe award. This award is an important milestone and distinguishes the world's most innovative technology companies", comments Malte Paul, managing director of WWG, the award.

WWG acts as independent publisher of browser games for game developers and content provider for media companies. Playnik's products are free-to-play persistent massive multiplayer online games that monetize via premium accounts and item sales.

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.

About Playnik

wwg worldwidgames GmbH ("WWG") operates www.playnik.com, a portal for browser based online games. playnik.com combines the advantages of a specialized community and a gaming portal and is the first platform ever to implement innovative gaming features such as the cross-game Nik score, an extensive award system, and other innovative social gaming features. playnik currently operates twelve games. Top titles include Desert Blitz (military strategy game), Nemexia (space-related strategy game), as well as Pirates of Tortuga 2 (pirate strategy game).

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 access to the global innovation economy, featuring unparalleled insights on the emerging technologies driving the economy. For more information, visit www.redherring.com.