



## **Xcerion Wins Red Herring 100 Europe Award**

Linköping, Sweden – April 16, 2008 – Xcerion, the innovator of the world's leading collaborative and social “Cloud OS” – icloud, today announced that it has been selected as a winner of the Red Herring 100 Europe Award. Xcerion was selected by Red Herring as one of the top 100 private companies based in the EMEA region that play a leading role in innovation and technology.

Past Red Herring Award winners also include companies such as Google, Yahoo, Skype, Netscape, Salesforce.com, and YouTube.

Red Herring's editorial staff 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. Red Herring selected 200 companies out of the 700 as Finalists. At the ceremony held in Malta, 100 of the finalists were elected as winners of the Red Herring 100 Europe Award.

Daniel Arthursson, CEO of Xcerion, said, “Xcerion is a strong believer in the “Cloud” as the new evolving computing platform and feels proud that Red Herring has recognized Xcerion as a Red Herring 100 Europe Winner. Working with all of our icloud users, partners and developers, together we have a great opportunity to rapidly propel our icloud experience to new heights”.

The technology powering icloud is built on seven years of R&D.

### **About Xcerion and icloud**

Founded in 2001 by Daniel Arthursson, Xcerion AB provides the world's leading social “Cloud OS” icloud as an online Web 2.0 service. The icloud service will before the end of 2009 have 50 collaborative applications developed by Xcerion, including development tools, an office suite, sharing and applications needed for everyday computing.

Xcerion is based in Linköping, Sweden. Key management includes, Daniel Arthursson CEO, Jonas Thornholm CFO and Marcus Bristav CTO. Xcerion is privately held and venture funded by Northzone Ventures, Scandinavia's leading Venture Capital firm with US \$450 million under management. Other investors include; Lou Perazzoli, one of the original architects of Windows NT and former General Manager of the Microsoft Core OS group, John Connors a partner at Ignition Partners LLC, and former CFO and CIO of Microsoft and Terry Drayton, founder and former CEO of HomeGrocer.com

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