

Yodlee® Among Red Herring 100 Most Promising Private Technology Ventures

By K2 Communications Pvt.ltd.

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Bangalore, June 15, 2009: Yodlee, Inc., the premium banking solutions provider headquartered in the United States with operations in Bangalore and Europe, is among the elite winners of the prestigious, “Red Herring 100,” awarded to the most promising technology ventures in North America every year.

Red Herring is a global media company which confers the "Red Herring 100" on a yearly basis to promising private technology firms. Red Herring 100 is a mark of distinction and honour to the companies selected. Technology industry executives, investors, and observers have regarded the Red Herring 100 lists as an invaluable instrument to discover and advocate the promising startups that will lead the next wave of disruption and innovation.

Speaking about the development, R Subramaniam, Vice President and Managing Director, Yodlee India, said, “We are pleased to be selected as a Red Herring winner this year. I would term the award as recognition of Yodlee’s efforts to always be ahead of others in providing safe, reliable and convenient banking solutions to our users, both financial institutions and end consumers. The India operations of Yodlee, based in Bangalore, has contributed greatly towards the development of Yodlee’s innovative, world-class banking solutions.”

The evaluation and selection process was based on criteria including financial performance, technology innovation, quality of management, execution of strategy, and ecosystem integration. 200 companies were chosen as finalists out of a pool of thousands. 100 companies are selected as winners out of the finalists.

Yodlee's technology powers the online and mobile financial management and payments services of some of the leading financial institutions in the world. Over 100 leading financial institutions and portals offer Yodlee-powered solutions to millions of consumers worldwide. Yodlee's patented data, payments and risk management technology supports 11,000 financial data sources—the largest group in the industry—and 100,000 account types—the broadest in the industry—to provide the most comprehensive service for understanding and managing financial accounts.

For over 10 years, the Red Herring 100 North America award has been given to top technology companies.

The CEOs of the 200 finalist companies are invited to present their winning strategies at the Red Herring Conference in San Diego, where the Red Herring Top 100 are announced at a special awards ceremony. Past award winners include Google, Yahoo!, Skype, Netscape, Salesforce.com, and YouTube.

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