



## **Memberson selected as a Red Herring – Winner of the Future Technology Award**

Hong Kong, China - Red Herring announced its award in recognition of the leading private companies from Asia, celebrating these startups' innovations and technologies across their respective industries.

Red Herring has become a mark of distinction for identifying promising new companies and entrepreneurs. Former winners include Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, which were spotted by Red Herring in the early stages of their development.

“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 Asia to the Top 100 Winners. We believe Memberson embodies the vision, drive and innovation that define a successful entrepreneurial venture. Memberson should be proud of its accomplishment, as the competition was very strong.”

Speaking on the event, Mr. Per Lindeberg, Chairman and CEO of Memberson, said, “We are proud to be selected as the Winner of The Red Herring Future Technology Award. It is an acknowledgment of our team’s passion and commitment and our focus on Consumer Loyalty innovations. Since our inception, Memberson has become one of the leading and most reputed Loyalty and Retail CRM Solution Companies for Retail and Entertainment industries. It will be our endeavor to continue on the path of innovation and deliver even more value to our customers.”

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 Asia.



About Memberson:

Memberson Pte Ltd incorporated in Singapore and a leader in global innovation of Retail CRM, customer Loyalty and Membership Management solutions for the Retail and Entertainment Industry. With own resources and a global partner network Memberson delivers professional knowledge, sophisticated technology and services in a user friendly and profit enhancing format to improve understanding and insight of consumers' needs, behaviors and spending patterns.

Memberson recently launched Membridge, a service protecting privacy and where consumers connect and manage relations with preferred retailers and favorite brands. Membridge commercial network is the new way for retailers, brand owners and service providers to acquire, retain and deliver service excellence to customers by streamlining commercial messages tailored on relevance filters and purchase patterns.

[www.memberson.com](http://www.memberson.com)

About Red Herring:

Red Herring is a global media company which unites 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.

[www.redherring.com](http://www.redherring.com)