



SponsorPay Wins 2011 Red Herring 100 Europe Award; Receives Commendation At Media Momentum 2011

BERLIN, Germany (May 27, 2011) – SponsorPay, the leading international offer-based payments platform, announced today it has been selected as a winner of Red Herring's Top 100 Europe award, a prestigious list recognizing the year's most promising private technology ventures from the European business region. This honor comes hot on the heels of its selection among the "Ones To Watch" at the 2011 Media Momentum Summit for the fastest growing digital media companies in the continent.

"This year was very rewarding," said Alex Vieux, publisher and CEO of Red Herring. "The global economic situation has abated and there are many great companies producing really innovative and amazing products. SponsorPay shows great promise and therefore deserves to be among the winners."

The Red Herring editorial team evaluated the most innovative companies from a pool of hundreds from across Europe. Winners of the Red Herring 100 Europe award were chosen based upon their technological innovation, management strength, market size, investor record, customer acquisition, and financial health. SponsorPay joined companies such as Skrill/Moneybookers and Wonga among this year's awardees. Previous Red Herring 100 winners include Google, Yahoo!, Skype, Netscape, Salesforce and YouTube.

Earlier this month, SponsorPay was also selected among the "Ones to Watch" at the exclusive Media Momentum Summit organized by investment bank GP Bullhound for the hottest digital media companies in Europe. While too young to participate in the Top 50 category, the company stood out from its peers because of its impressive growth since inception in 2009.

"Our platform enables online advertisers and providers of digital goods to overcome their biggest hurdles in an exciting but challenging market. This recognition is testament to the value of our services", said Andreas Bodczek, CEO at SponsorPay. "The entire credit goes to our incredible team that's continuously striving to deliver the best results to our partners."

About SponsorPay

SponsorPay (www.sponsorpay.com) is the European market leader in the field of virtual currency monetization for online games, social apps, virtual worlds and social networks. The company's innovative ad-funded payment solution gives online users access to virtual currency or premium features through participation in targeted ad offers.

SponsorPay works with thousands of partners including leading publishers Disney (Playdom), Ubisoft, Bigpoint, 6waves, Perfect World and IMVU on platforms such as Facebook, MySpace, Netlog and VZnet, as well as renowned advertisers such as Procter & Gamble, AT&T, Skype, Match.com, Adobe, Kaspersky and DirecTV. The company's commitment to a localized, high-quality user experience has enabled it to expand its reach to over 120 million satisfied customers across more than 100 countries.

SponsorPay is headquartered in Berlin with offices in San Francisco, Paris and London.

Contact Information

Projjol Banerjea
SponsorPay GmbH
Ackerstr. 14/15
10115 Berlin Germany
+49 30 20 21 56 62 2
press@sponsorpay.com
www.sponsorpay.com/press