

Zycus receives Red Herring 100 Asia 2008 Award

Cited as one of Asia's most promising private tech firms

SAN FRANCISCO, CA, Dec. 8, 2008 - Red Herring Magazine announced today that [Zycus](http://www.zycus.com) Infotech. Pvt. Ltd. (<http://www.zycus.com>) is a recipient of the Red Herring 100 Asia 2008 Award. Zycus was recognized for providing [Global 1000 companies](#) with a comprehensive suite of [spend management solutions](#), including Spend Analysis, Strategic Sourcing, and Supply Market Intelligence.

"We are extremely honored that Zycus is being recognized as one of the most promising technology companies in Asia by Red Herring this year," said Aatish Dedhia, CEO of Zycus. "This is a great reflection of the fine work the Zycus team continues to provide across our best-in-class, easy to use, spend management solutions. This award further validates the Zycus vision of enabling our global 1000 customers to realize sustainable savings as well as reduced cycle times in today's challenging global economy."

The Red Herring 100 Asia Awards honor 100 cutting-edge private technology companies from across the Asia-Pacific region. The awards bring together an elite roster of entrepreneurial and global venture investment firms to showcase excellence in innovation.

The Red Herring 100 Asia judges evaluate private companies like Zycus that are building their businesses on leading technology and have the greatest potential to succeed in Asia and around the globe. With the rise of Asian players in the global economy, Red Herring believe these companies will take the spotlight of world business in the next decade.

"The winners of the Red Herring 100 are exceptional companies who thrive on innovation and strongly define the important role of technology in Asia's economy and throughout the world," said Joel Dreyfuss, Editor-in-Chief of Red Herring. Zycus is now under consideration for the Red Herring Global 100 Awards, which will be announced in San Francisco in January. Past winners of the Red Herring Global Awards include Google, Yahoo!, Skype, Netscape, Salesforce.com and YouTube.

About Zycus

Zycus is the world's leading provider of Spend Management solutions to Global 1000 companies. Zycus' solutions suite, including Actionable Spend Analysis, Strategic Sourcing, and Supply Market Scan, combine cutting-edge technology and domain expertise enabling greater user adoption and sustainable savings. Zycus' solutions facilitate greater visibility, process planning, management and improve corporate alignment of Spend Management Initiatives.

Innovation and ease are core attributes of the Zycus offering. Zycus' Spend Management Solutions help procurement departments Analyze, Plan and Source through an intuitive and objective oriented process. With over 100 global proven implementations, Zycus' solutions have emerged as global favorite. Zycus has more than 250 employees across North America, Europe, and the Asia-Pacific region. To learn more about our solutions, write to information@zycus.com or visit www.zycus.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. More information about Red Herring is available on the Internet at www.redherring.com.

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