



Contact:

Lynn Anderson
Marketing Director, Skytide
(650) 292-1919
landerson@skytide.com

SKYTIDE SELECTED AS WINNER IN RED HERRING 100 SPRING 2007

Award Recognizes the 100 "Most Promising" Companies Driving the Future of Technology

San Mateo, CA, May 3, 2007 – Skytide today announced that it a recipient of Red Herring 100 Spring 2007, an award given to the top 100 private technology companies based in North America.

"Having received more than 800 submissions, it is clear that we are witnessing a new outburst of creativity." says Joel Dreyfuss, Editor-in-Chief of Red Herring. "With venture capital flowing again, it's exciting to see technology innovators and business investors collaborate to create disruptive technologies. The Red Herring 100 North America companies are impressive up-and-comers, and definitely the ones to watch."

"Skytide is proud to be selected for this very distinctive and forward-thinking award. We feel it reflects our spirit of innovation as we continue developing and delivering a powerful business analytics platform. Our solution has and continues to help organizations meet the next-generation of business demands that involve extreme volumes of diverse data to drive intelligence across the enterprise. Our customers use the Skytide Analytical Platform to solve the data analytics challenges they face today and into the future," states Keith Feingold, CEO, Skytide.

"We are excited about Skytide's potential to capture the exploding market building around business analytics that span all the data within an organization. A new approach was needed to penetrate this market, and Skytide's experienced management team has innovated a paradigm shift, which has been met with enthusiasm by both customers and market analysts alike. We look forward to moving forward with Skytide as they build market share and deliver on their future roadmap," states Scott Irwin of El Dorado Ventures.

Red Herring's annual lists of top private companies are an important part of the company's tradition of identifying new and innovative technology companies and entrepreneurs.

Companies like Google, eBay and Skype were spotted in their early days by Red Herring editors, and touted as leaders that would change the way we live and work.

Red Herring's editorial staff rigorously evaluated more than 800 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.

To honor the CEOs of Red Herring 100 Spring companies, Red Herring has invited each one to present his or her company at its Red Herring Spring 2007 event, May1-3, at the Hyatt Regency in Monterey. As the venue for the unveiling of the Top 100 private companies in North America, Red Herring Spring draws unparalleled attention from decision makers and industry observers across the continent. This year marks the 10th anniversary of the Red Herring 100 Awards. To celebrate this occasion, Red Herring 100 winners will share their successes and insights on how to make it to the top.

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.

About Skytide

Skytide is a leading provider of next-generation analytical solutions that deliver an unprecedented view into what is driving business performance. Skytide's award-winning technology uses XML as a common layer to dramatically reduce system complexity while offering advanced functionality that cannot be achieved by traditional BI technology. Application areas for Skytide technology include network services, contact centers, and other areas of business that generate significant volumes of mission-critical unstructured and semi-structured data. Skytide partners include IBM, Sun Microsystems and Inxight. Based in San Mateo, Calif., Skytide is a privately held company funded by Granite Ventures and El Dorado Ventures. For more information about Skytide, please visit www.skytide.com.