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## **Tarari Named a Red Herring 100 Winner**

*Award Recognizes the 100 Private Technology Firms in North America Driving the Future of Technology*

*San Diego, May 22, 2006* – Tarari Inc., the award-winning acceleration company, today announced that it has been selected as a winner of the annual “Red Herring 100 North America” award by *Red Herring* magazine. This list of 100 privately held companies in North America recognizes those that play a leading role in innovating the technology business.

“With venture capital flowing again, we’re seeing a lot of innovative new companies taking on the established players with disruptive technologies and innovative business plans,” said Joel Dreyfuss, Editor-in-Chief of Red Herring. “The Red Herring 100 North America companies, among them Tarari, are pushing and breaking the boundaries of the technology business and we are excited to report on their success stories.”

“We are immensely pleased that *Red Herring* has recognized the market-changing technology Tarari is delivering to a performance-starved industry,” said Randy Smerik, president/CEO and co-founder of Tarari. “Tarari’s acceleration technology has met with widespread industry acceptance because it enables the most sophisticated crop of new applications in a variety of industries, including XML/Web Services, Network Security, and Digital Media, to perform the way customers expect them to perform, driving faster adoption and deployment.”

## **More Than Just Buzz**

*Red Herring's* lists of top private companies are an important part of the renowned magazine's tradition of identifying new and innovative technology firms and entrepreneurs. Companies like Google and eBay were spotted in their early days by *Red Herring* editors as some that would change the way we live and work.

After receiving more than 1,000 submissions and nominations, *Red Herring's* editorial staff rigorously evaluated Tarari and the other contenders through a careful analysis of financial data and subjective criteria, including quality of management, execution of strategy, and dedication to research and development. The Red Herring 100 North America companies are at the forefront of the technologies that are changing our lives in profound ways. To view the full list, please visit [www.redherring.com](http://www.redherring.com).

To honor the Red Herring 100 companies, *Red Herring* has invited their CEOs and founders to present at its *Red Herring* Spring 2006 conference, a forum for technology's most exciting companies, and to share their insights on the future of innovation and the entrepreneurial journey. Scheduled to take place at the Hyatt Regency Hotel in Monterey, this intimate, invitation-only conference will explore "The Pursuit of Disruption" and how it spawns unexpected opportunities, novel alliances, and great success stories.

## **About Red Herring Spring 2006**

Red Herring Spring 2006 will assemble 300 of the continent's most innovative and successful CEOs, investors, and corporate developers and feature a dynamic group of over 100 speakers that are pushing and breaking the boundaries of the business of technology. Themed "The Pursuit of Disruption," it will be held May 23-25 in Monterey, California. Please contact Michael Felber at 650.428.2900 or email [mfelber@redherring.com](mailto:mfelber@redherring.com) to request an invitation to attend the event. More information is available online at [www.herringevents.com/rhspring06](http://www.herringevents.com/rhspring06).

### **About Red Herring Magazine**

Red Herring magazine is a sophisticated insider's guide to the business of technology, featuring unparalleled insights on the emerging technologies driving the economy, from the Internet to wireless communications and digital entertainment. Red Herring's journalists report on how innovation and entrepreneurship are transforming business and how the business of technology is transforming the world, providing readers with a deep understanding of venture capital and capital markets. Recognized as an essential resource in today's fast-changing business world, Red Herring gets the right answers before anyone else even thinks to ask the questions. More information on Red Herring is available on the Internet at [www.redherring.com](http://www.redherring.com).

### **About Tarari, Inc.**

Tarari, the award-winning acceleration company headquartered in San Diego, Calif., USA, designs and develops Content Processor silicon to allow original equipment manufacturers (OEMs) to accelerate and offload compute-intensive, complex algorithms used in XML/Web Services, Network Security and Digital Media environments. Tarari is a fabless semiconductor company whose product line primarily includes ASICs, and Tarari also offers boards and software acceleration components designed for network equipment, appliance and server vendors, as well as independent software vendors. Tarari is a privately held company with venture backing from Crosspoint Venture Partners, Morgan Stanley Venture Partners, Enterprise Partners Venture Capital, Miramar Venture Partners, XMLFund and Intel Capital. For more information, visit [www.tarari.com](http://www.tarari.com), e-mail: [info@tarari.com](mailto:info@tarari.com) or call 858-385-5131.

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