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## **RED HERRING REVEALS COMPANIES SELECTED FOR THE RED HERRING NORTH AMERICA 100 2008**

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

**San Francisco, CA, April 7, 2008**— Red Herring today announced that **Knowledge Adventure** was a finalist for the Red Herring 100 Award, a selection of the 100 most innovative private technology companies based in North America.

The Red Herring editorial board diligently surveyed the entrepreneurial scene throughout the North American region and identified the top 200 out of more than 800 closely evaluated companies that are leading the next wave of innovation.

"We can see the exciting evolution of the technology sector reflected in the quality and variety of exceptional companies that we had to choose from in putting our list together," said Joel Dreyfuss, editor-in-chief of Red Herring. "It was tough to choose just 200 finalists from such a large list of excellent contenders, and we are very happy with the quality of the companies we selected as finalists."

"Being named a finalist for such a prestigious award is truly an honor for our company," said David Lord, President & CEO Knowledge Adventure. "It's great to be acknowledged as a leader for our innovative and world-renowned products by such a well respected and influential publication."

The 100 winning companies will be announced at the Red Herring North America event. The CEOs of the winning startups will present their innovative ideas and technologies to an audience of leading entrepreneurs, financiers, and corporate strategists at the event in San Jose, California, on May 12-14 at the Fairmont. This year's Red Herring 100 North America event marks the 11th anniversary of the Red Herring 100 Awards. In celebration, the event will feature keynote addresses from legendary VC investors and CEOs of leading Internet, information, and communications companies. Register online at:  
<http://herringevents.com/northamerica08/index.html>



### **About Knowledge Adventure**

Knowledge Adventure® is the leader in adventure-based 3D virtual worlds for 3 to 10 year-old kids. With its JumpStart® and Math Blaster® products, kids learn through endless gaming adventures in 3D virtual worlds. By blending learning and entertainment, Knowledge Adventure's adventure-based learning inspires kids' minds through immersed play. For more than 15 years, Knowledge Adventure has set the standard in kids' software by creating the finest educational products for use in the home and the classroom. The company is internationally renowned for its award-winning products. A subsidiary of Knowledge Holdings, Inc., the company is privately-held and based in Torrance, California. For more information, go to [www.knowledgeadventure.com](http://www.knowledgeadventure.com) or call 310-533-3400.

### **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](http://www.redherring.com).