

PRESS RELEASE:

Red Herring Names Gameshastra as one of the 100 Most-Promising Private Technology Ventures in Asia

HYDERABAD, India and BELMONT, Calif. - Sept. 6, 2007 (SEND2PRESS NEWSWIRE) -- Today, Red Herring Magazine announced that Gameshastra, India's largest Game Services provider, has won the prestigious Red Herring 100 Asia 2007 awards.

\*(LOGO: [Send2Press.com/mediaboom/07-0202-Gameshast\\_72dpi.jpg](http://Send2Press.com/mediaboom/07-0202-Gameshast_72dpi.jpg))

The Red Herring 100 Asia winners were selected from a pool of more than 500 applicants based in 16 countries/regions including China, India, Japan, Singapore, Korea, Australia, and Vietnam. The results were revealed at a gala dinner during the Red Herring 100 Asia event in Hong Kong on August 29-31.

"After a rigorous evaluation process, we're very happy with winners we selected," Joel Dreyfuss, Editor-in-Chief of Red Herring, said. "There was a large pool to choose from and we're impressed by the caliber an innovative talent bursting from Asia's business and technology sector."

The Red Herring editorial team carefully selected the winning companies based on both quantitative and qualitative criteria such as financial performance, technology innovation, quality of management, execution of strategy, and their integration into their ecosystem. The 100 winners are based in 16 countries/regions including China, India, Japan, Singapore, Korea, Australia, and Vietnam.

"To be recognized with this award is an honor for a young company like ours," Prakash Ahuja, CEO of Gameshastra, said upon accepting the award.

Ahuja added, "Gameshastra's focus in the coming years will be to build on this accomplishment and consistently provide our customers a superior technology environment while maintaining our position as the most preferred game services provider for game publishers worldwide."

As part of Red Herring's tradition of honoring innovation and entrepreneurship in the business of technology, Red Herring will provide Gameshastra with a premier global launch and media opportunity at the Red Herring 100 Asia event in Hong Kong, August 29-31. The exclusive event honors 100 cutting-edge private technology companies from across the Asia-Pacific region.

During the two days, private startup companies are provided a platform to expand their business worldwide. More than 300 attendees, including the most reputable venture capitalists, entrepreneurs, business financiers, and corporate strategists will attend the Gala. There, they will convene to network, discuss trends, explore partnership and investment opportunities, and interact with 20 world-class media outlets such as Forbes, Dow Jones, Bloomberg, and BusinessWeek.

The event brings together an elite roster of entrepreneurial and global venture investment firms to showcase excellence in innovation. It features three days of keynote discussions, roundtable panels, and networking events designed for participants to make connections and learn what it takes to achieve the best in business and technology in Asia.

Distinguished speakers on Red Herring 100 Asia include Richard Li, Chairman of PCCW; SeHyun Oh, Chairman of SK Telcom, John Chen, Chairman of Sybase, Victor Koo, CEO of Youku.com (former President of Sohu.com); James Ding, Chairman of AsiaInfo, John Hummelstad, Apac Director of Microsoft Venture and many others.

#### About Gameshastra

Gameshastra has been involved in the full suite of outsourcing services for the gaming industry. The company has worked in the fields of game development, creation of game art, quality assurance, testing, and related services for over two years, working with major publishers and independent studios globally. The company has opened a state-of-the-art Game Services center in Hyderabad to extend services for all the gaming platforms -- Consoles,

Handheld, and Online including the Wii, Xbox 360, PS3, PS2, PSP PC, Mac, Web, and Nintendo DS. For more information visit [www.gameshastra.com](http://www.gameshastra.com)

#### About Red Herring

Red Herring is a global media company uniting 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 research, 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. For more information, visit [www.redherring.com](http://www.redherring.com).

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NEWS SOURCE: Gameshastra

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Print-ready logo images available.

#### Release PDF:

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September 2007 // Press Release /BNAT + UK