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### In The News

#### **Blue Cod Named to Red Herring North America 2010 List Among 100 Top Private Technology Companies in North America**

Marlborough, MA, June 28, 2010 – **Blue Cod Technologies, Inc.** of Marlborough, MA has just been named one of Red Herring’s **Top 100 private companies in North America**. The announcement was made Thursday at Red Herring’s conference in San Diego, CA.

“It’s a great honor for us to be named a Red Herring Top 100 Technology Company in North America,” said Jeff Brown, Blue Cod’s President and CEO. “We’re a technology-enabled services company and must continually balance our attention between innovation and execution. To be included on a list with the leading innovators in so many fields is humbling.”

All applicants are privately held technology companies in the North America geographic region. Prior winners include such esteemed technology companies as Google, Yahoo!, YouTube, and Netscape.

“Choosing the companies with the strongest potential was by no means a small feat,” said Alex Vieux, publisher and CEO of Red Herring. “After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across North America to the Top 100 Winners. We believe Blue Cod embodies the vision, drive, and innovation that define a successful entrepreneurial venture. Blue Cod should be proud of its accomplishment, as the competition was very strong.”

Red Herring’s editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration. This assessment of potential is complemented by a review of the track record and standing of startups relative to their sector peers, allowing Red Herring to see past the “buzz and make the list a valuable instrument of discovery and advocacy for the most promising new business models in North America.

#### **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 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. For more information please check out their website at [www.redherring.com](http://www.redherring.com).

#### **About Blue Cod Technologies, Inc.**

Blue Cod Technologies, Inc. delivers innovative solutions and services for organizations in the property and casualty insurance industry. Our hosted policy administration solution and broad spectrum of BPO (Business Process Outsourcing) services offer a complete solution for start-up carriers and companies considering venturing into new markets. Through our specialized products and services, we provide insurance companies with rapid deployment of new insurance products, enhanced disaster recovery capabilities, custom-application development, enterprise systems integration, and web-extension of enterprise systems.

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