



Blue Cod Technologies Nominated for the 2010 *Red Herring* 100 Global Award

– Financial Performance, Technology Innovation, Strategy Execution and Quality of Management Cited as Key Criteria for Finalist Status –

MARLBOROUGH, Mass. – January 10, 2011 – Blue Cod Technologies, Inc., the leading provider of technology-enabled services for the property and casualty (P&C) insurance industry, today announced its finalist status for the *Red Herring* 100 Global award, a prestigious list honoring the most promising private technology ventures from around the world.

“2010 was very difficult but extremely rewarding,” said Alex Vieux, publisher and CEO of *Red Herring*. “Despite lingering effects of the global economic situation, there are many great companies producing truly innovative and amazing technologies, to the extent that we had a hard time narrowing the pool and selecting the finalists. Blue Cod Technologies shows great promise therefore deserves to be among the finalists. Now we’re faced with the difficult task of selecting the winners of the Top 100 Global Award.”

The *Red Herring* Global 100 award nominees represent the most innovative companies of the 1200 companies selected for the 2010 regional *Red Herring* awards from Asia, Europe and North America. The *Red Herring* editorial team selected 200 nominees for the Global 100 award based on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy and integration within their respective industries. This assessment is complemented by a review of the actual track record and standing of each company, which enables *Red Herring* to make the list an important instrument for discovering and advocating the greatest business opportunities in the industry.

Blue Cod Technologies secured placement on *Red Herring’s Top 100 private companies in North America* ranking on June 24, 2010. The company was notified on December 22, 2010 that Blue Cod Technologies was a finalist for the *Red Herring* Global 100.

“Being recognized by the *Red Herring* as an innovator, high performer and leader in the global market is a great honor,” said Jeff Brown, president, CEO and co-founder of Blue Cod Technologies, Inc. “Knowing that the honor is due to the passion, hard work and dedication of our team makes this a defining and proud moment for all of us at Blue Cod Technologies.”

Blue Cod Technologies’ will present its winning strategies during the *Red Herring* Global forum in Los Angeles, January 24-26, 2011. The *Red Herring* Global 100 winners will be announced at a special awards ceremony on January 26, 2011.

About Blue Cod Technologies, Inc.

Blue Cod Technologies, Inc. delivers technology-enabled services for the property and casualty (P&C) insurance industry. The company offers Business Process Outsourcing (BPO), Professional Services and Information Technology Outsourcing (ITO) to address the service, support and technology needs of start-up, SMB and enterprise-class insurance providers in the Homeowner, Auto, Farmowners and Earthquake markets. Blue Cod’s team of experienced insurance, technology and implementation specialists deliver high-end insurance services at a lower operational and capital expense than can be achieved through an organization’s internal staff.

About Red Herring Global 100

Red Herring’s Global 100 list has become a mark of distinction for identifying promising new companies and entrepreneurs. Red Herring editors were among the first to recognize that companies such as Google, Yahoo, Skype, Netscape, Salesforce.com, YouTube, and eBay would change the way we live and work.

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