



## Blue Cod Technologies Wins *Red Herring* Global 100 Award

– Proven Track Record, Sound Market Standing and Strong Growth Opportunity  
Lock Blue Cod's Position on Influential and Prestigious Industry List –

**MARLBOROUGH, Mass. – January 31, 2011** [Blue Cod Technologies, Inc.](#), the leading provider of technology-enabled services for the property and casualty (P&C) insurance industry, today announced that the company won the *Red Herring* [Global 100](#) Award, a prestigious and highly coveted list honoring the most promising private technology ventures from around the world.

*Red Herring's* [Global 100](#) list has become a mark of distinction for promising new companies and entrepreneurs across the globe. *Red Herring* editors were among the first to recognize that companies such as Google, Skype, Netscape, Salesforce.com, YouTube, eBay and many others would change the way we live and work. The *Red Herring* editorial team selected the 2010 [Global 100](#) winners 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.

“Choosing the best out of the previous three years was by no means a small feat,” said Alex Vieux, chairman of *Red Herring*. “After rigorous contemplation and discussion, we narrowed down our list from 1,200 potential companies to 200 finalists. Trying to get it down to 100 companies was a task upon itself. [Blue Cod Technologies](#) should be extremely proud of its achievement, the competition was difficult.”

Simon de Montfort Walker, vice president of operations, [Blue Cod Technologies](#), presented the company's winning strategies during the *Red Herring* Global forum in Santa Monica, on January 26, 2011. [Blue Cod Technologies'](#) proven track record, strong market standing, and future growth opportunities locked the company's position on the [Global 100](#) list, an important instrument to discover and advocate the greatest business opportunities in the industry.

“Blue Cod's business model allows us to actively and continuously adapt to ever-changing market dynamics and address our customers' changing needs with a wide range of innovative technology and creative services,” said Jeff Brown, president, CEO and co-founder of Blue Cod Technologies, Inc. “The *Red Herring* honor is a powerful and meaningful industry validation of our business model, our ability to execute, our opportunities for growth, and the value of the services we provide. To be recognized on the *global stage* in this manner is truly a proud moment for all of us at Blue Cod.”

[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 during a special ceremony on January 26, 2011 that [Blue Cod Technologies](#) won the *Red Herring* Global 100 Award. On the winner list with [Blue Cod Technologies](#) were 32 companies from North America, 46 from Asia, and 21 from Europe.

### About Red Herring Global 100

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### 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 on-shore [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, Earthquake and Commercial Package 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. [Blue Cod Technologies](#) offers customers the ability to create customized solutions or take advantage of specialized programs such as CEA Process, FAIR Plan Process, Assigned Risk Auto and Coastal Homeowner that bundle services to address common insurance challenges.

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