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In The News

Blue Cod Technologies, Inc. Named as a Finalist for the 2010 Red Herring 100 North America Award

Marlborough, MA, June 15, 2010 – **Blue Cod Technologies, Inc.** of Marlborough, MA. announced today it has been selected as a **Finalist** for Red Herring's North America 100 award, a prestigious list honoring the year's most promising private technology ventures from the North American business region.

The Red Herring editorial team selected the most innovative companies from a pool of hundreds across North America. The nominees are evaluated on both quantitative and qualitative criteria such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their respective industries. This unique assessment of potential is complemented by a review of the actual track record and standing of a company, which allows Red Herring to see past the "buzz" and make the list an invaluable instrument for discovering and advocating the greatest business opportunities in the industry.



"This year was especially difficult," said Alex Vieux, publisher and CEO of Red Herring. "Despite the global economic situation, there were so many great companies producing really innovative and amazing products that we had a difficult time narrowing the pool and selecting the finalists. **Blue Cod** shows great promise and therefore deserves to be among the **Finalists**. Now we're faced with the difficult task of selecting the Top 100 winners of Red Herring North America award. We know that this year's crop will grow into some amazing companies that are sure to go far."

Finalists for the 2010 edition of the Red Herring 100 North America award are selected based on their technological innovation, management strength, market size, investor record, customer acquisition, and financial health. During the several months leading up to the announcement, hundreds of companies in the telecommunications, security, Web 2.0, software, hardware, biotech, and clean tech industries sent in their submissions to qualify for the award.

The **Finalists** are invited to present their winning strategies at the Red Herring North America Conference in San Diego, June 22-24, 2010. The Top 100 winners will be announced at a special awards ceremony on June 24 at the event.

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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