



Orasi Medical wins Red Herring 100 Global Award

Orasi Medical selected from global field of 1000-plus submissions for technology that will speed the pharmaceutical drug development process with its technology that measures in real-time the effect of a drug on the brain.

MINNEAPOLIS, M.N. -- January 19, 2010 -- Orasi Medical[®], today announced that it is a winner of the Red Herring Global 100 award, a prestigious list honoring the year's most promising private technology ventures from around the world.

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.

“Choosing the best out of the previous three years was by no means a small feat,” said Alex Vieux, publisher and CEO 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. The top 100 companies who were chosen should be extremely proud, the competition was difficult.”

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 unique 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 an invaluable instrument of discovery and advocacy for the greatest business opportunities in the industry.

“We are honored to be recognized by Red Herring as one of the 100 most promising technology ventures in the world,” said Orasi CEO Shawn Lyndon. “I believe this demonstrates the innovation of our employees to provide a breakthrough solution for the pharmaceutical industry that will reduce the cost of neurological drug development.”

The CEOs of the 200 finalists presented their strategies at the Red Herring Global Conference in Laguna Niguel, California, Jan. 12-14, 2010. The Top 100 winners were announced at a special awards ceremony at the event.

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 view of the global innovation ecosystem, featuring unparalleled insights on the emerging technologies driving the economy.

About Orasi Medical

Orasi Medical develops technology to measure the effect of neurological treatments and track the progression of neurological disorders. Pharmaceutical companies use Orasi's technology to reduce costs and improve clinical development of neurological treatments. Orasi's high-resolution measurement of brain function provides a robust and reproducible measure of pharmacodynamics and treatment effect. Quite simply, Orasi provides a better way of measuring brain function. For more information, please visit www.orasimedical.com

Contacts:

Orasi Medical
Sarah Haecker
763.951.8001, ext. 107

Red Herring
Anam Alpenia
aalpenia@redherring.com