

## **BELFAST'S SLA MOBILE SEIZES TOP TECH AWARD**

Belfast-based high-tech firm SLA Mobile today followed Google and eBay on to a list of the world's top ICT companies after clinching a coveted 'Red Herring' award at a gala event in Berlin, Germany.

Presented annually to a select group of leading ICT businesses in Europe, Middle East and Africa, the awards – named after the technology-focused media company Red Herring Inc. – are seen as an indicator of companies with the know-how to help transform our daily lives. Other companies recognised for their leading edge ideas in recent years include Skype and Yahoo! and You Tube.

Founded in 2003, SLA Mobile provide high-tech platforms and services that enable mobile phone operators to reduce the time and cost of taking rich media content and advertising to market.

Nic Stirk, Chief Executive of SLA Mobile, said the award was the result of the firm's commitment to providing quality and leadership in a competitive market place.

**"Inclusion in the Red Herring Top 100 is an important achievement for us and a tribute to the hard work we've put into developing an internationally focused business. In less than a decade we've rapidly grown from a small start up company to being recognised as a serious business competing with the giants of the technology sector,"** said Nic Stirk.

**"Focusing on innovation and quality customer service has enabled us to build confidence to compete with larger global competitors such as IBM and win lucrative international contracts with leaders in the mobile market."**

Speaking at the unveiling of the Top 100, Red Herring Managing Director Farley Duvall said:

**"During a difficult year, Red Herring still received an impressive list of submissions from companies across the EMEA region, clearly demonstrating Europe's role as a major centre of innovation in the global technology sector,"**

**"The exceptional accomplishments of European technology startups and entrepreneurs are a testament to the rapid advancements being made in building the European innovation ecosystem."**

Already a preferred supplier to Vodafone, SLA Mobile has enjoyed a rich period of growth and recently secured a major agreement with media giant Fox. The firm was also honoured with the Northern Ireland 'Rising Star' title at the 2008 Deloitte Fast 50 Awards for the second time running.

For more information on SLA Mobile please contact 02890 736780