



## The Baby CD Selected as a [Red Herring Top 100 North America](#) Tech Startup

San Mateo, CA - Red Herring announced its Top 100 award in recognition of the leading private companies from North America, celebrating these startups' innovations and technologies across their respective industries.

[Red Herring's Top 100 North America](#) 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 Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, and eBay would change the way we live and work.

“Choosing the companies with the strongest potential was by no means a small feat,” said Alex Vieux, publisher and CEO of Red Herring. “After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across North America to the Top 100 Winners. We believe **The Baby CD** embodies the vision, drive and innovation that define a successful entrepreneurial venture. **The Baby CD** should be proud of its accomplishment, as the competition was very strong.”

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 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 a valuable instrument of discovery and advocacy for the most promising new business models in North America.