Digital Trowel is a Finalist for the 2011 Red Herring Top 100 North America Award

Saddle Brook, N.J. – **May 17, 2011** – Digital Trowel announced today it has been selected as a Finalist for Red Herring's Top 100 North America 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 from 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 valuable instrument for discovering and advocating the greatest business opportunities in the industry.

"This year was very rewarding," said Alex Vieux, publisher and CEO of Red Herring. "The global economic situation has abated and there are many great companies producing really innovative and amazing products. We had a very difficult time narrowing the pool and selecting the finalists. Digital Trowel shows great promise 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. We know that the 2011 crop will grow into some amazing companies that are sure to make an impact."

Finalists for the 2011 edition of the Red Herring 100 North America award are selected based upon 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, mobile and other industries completed their submissions to qualify for the award.

The Finalists are invited to present their winning strategies at the Red Herring North America Forum in Hollywood, California, June 13-15, 2011. The Top 100 winners will be announced at a special awards ceremony the evening of June 15 at the event.

About Digital Trowel
Digital Trowel is a next generation semantic web company that is disrupting the traditional models of text mining and data compilation. With our near-human accuracy for data analytics, we are transforming semantic analysis and are able to provide structure to the unstructured web.

Focused on data extraction, discovery and analytics, we utilize our proprietary natural language processing technology to structure vast quantities of unstructured data available on the web and convert this data into powerful insight.

Led by Professor Ronen Feldman, one of the world's most recognized experts in the field of text mining, link analysis and the semantic analysis of data, and a team consisting of some of the world's leading text analytics experts, Digital Trowel provides cutting edge text mining technology that is able to present vast quantities of data so as to mitigate the challenge of overwhelming information and underwhelming insight.

More information on Digital Trowel is available on our website www.digitaltrowel.com

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