



FOR IMMEDIATE RELEASE

Rearden Commerce™ Named to the Red Herring 100 Spring 2007

Award Recognizes the 100 “Most Promising” Companies Driving the Future of Technology

Foster City, Calif. – May 2, 2007 – Rearden Commerce, Inc., the largest online marketplace for services of all kinds, today announced the company is a recipient of Red Herring 100 Spring, an award given to the top 100 private technology companies based in North America.


Rearden Commerce is intently focused on transforming e-commerce, with a business services marketplace the size and scope of Amazon or eBay, combined with an online personal assistant that finds, books and manages those services on behalf of the user. In late 2006, American Express took an equity stake in Rearden Commerce, and its business travel subsidiary has been aggressively deploying the company’s technology to its 4,000 companies in the U.S.

The American Express Intelligent Online Marketplace (AXIOM), powered by Rearden Commerce, allows employees to easily find, book, and manage travel and other business services they use on a daily basis, and provides business managers comprehensive control over their organizations’ services spend. At the same time, the platform also puts the Web to work for hundreds of thousands of merchants, connecting them instantly to millions of qualified consumers at the point of purchase.

“It’s an honor to receive this recognition from Red Herring, a publication known for spotting innovative technology companies with the potential to transform how we work and play,” said Patrick Grady founder and CEO of Rearden Commerce. “Rearden is already off to an enormously successful 2007, with new customers being added at an unprecedented rate and new features and services going live on the Rearden platform daily. It’s going to be an exciting year not only for us, but for our partners and customers.”

"Having received more than 800 submissions, it is clear that we are witnessing a new outburst of creativity," says Joel Dreyfuss, editor-in-chief of Red Herring. "With venture capital flowing again, it’s exciting to see technology innovators and business investors collaborate to create disruptive technologies. The Red Herring 100 North America companies are impressive up-and-comers, and definitely the ones to watch."

Red Herring’s annual lists of top private companies are an important part of the company’s tradition of identifying new and innovative technology companies and entrepreneurs. Companies like Google, eBay and Skype were spotted in their early days by Red Herring editors, and touted as leaders that would change the way we live and work.



Red Herring's editorial staff rigorously evaluated more than 800 private companies through a careful analysis of financial data and subjective criteria, including quality of management, execution of strategy, and dedication to research and development.

About Red Herring

Red Herring is a global media company which unites 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 access to the global innovation economy, featuring unparalleled insights on the emerging technologies driving the economy. More information about Red Herring is available on the Internet at www.redherring.com.

Rearden Commerce™

Rearden Commerce, Inc. is the world's largest online marketplace for services of all kinds. Through Rearden's online personal assistant, employees purchase services from a trusted network of over 135,000 global services suppliers based on personal preferences and company policies. Rearden Commerce is headquartered in Foster City, CA. For more information, visit www.reardencommerce.com.

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Press Contacts:

Marian Hughes

For Rearden Commerce

(708) 246-0083

mhughes@tieronepr.com

www.tieronepr.com

Kim Amsbaugh

For Rearden Commerce

(650) 815-1724

kamsbaugh@tieronepr.com

www.tieronepr.com