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**CHROMOGENICS RECEIVES INDUSTRY ACCLAIM BY
PUBLICATIONS RED HERRING AND NY TEKNIK**

ChromoGenics AB (“ChromoGenics”), the Swedish award winning and leading developer of electrochromic technology for smart windows, has been named a finalist for Red Herring 100 Europe, an award given to the top 100 private technology companies based in the EMEA (Europe, Middle East and Africa) region every year by the global media company.

ChromoGenics has also been named one of Sweden’s most innovative companies by Ny Teknik, the country’s biggest industrial newspaper. It is the second year that Ny Teknik, along with business magazine Affärsvärlden, has picked 33 of Sweden’s most exciting young technology companies to look out for. Their focus was on companies with international potential, had a unique product and which were less than seven years old.

Thomas Almesjö, Chief Executive of ChromoGenics, said: “We are delighted to be a finalist for the Red Herring 100 Europe awards along with so many exciting fellow technology innovators. We’re also honoured to be recognised by Ny Teknik as one of the most exciting technology companies in Sweden. To be included in such influential lists is greatly beneficial for us when developing the company further and raising awareness of our business potential.”

ChromoGenics will be honoured along with the other finalists at the Red Herring Europe 2009 Conference in Berlin. The event, which runs from 31 March to 2 April, will explore how European firms are leading the charge in many technology sectors, gaining a competitive advantage, and driving entrepreneurial success in ways that create business opportunities for challengers and incumbents alike.

Red Herring’s editorial staff rigorously evaluated several hundred 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. Red Herring’s lists of top private companies are an important part of the publication’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.

“This year’s impressive list of submissions from companies demonstrates Europe’s growing role as a major center of innovation in the global technology sector,” said Red Herring Publisher, Alex Vieux. “The exceptional accomplishments of European technology startups and entrepreneurs are a testament to the rapid advancements being made in building the European innovation ecosystem.”

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About ChromoGenics

ChromoGenics AB develops new technologies based on electrochromism. The company was founded in 2003 as a spin-off of the Ångström Laboratory of Uppsala University in Sweden. The company has its headquarter and development centre in Uppsala. Main investors include Volvo Technology Transfer AB, DuPont Ventures, Stiftelsen Industrifonden and BankInvest New Energy Solutions.

ChromoGenics technology greatly reduces the need for air conditioning in buildings and can help reduce energy consumption in properties by up to 50%. The electrochromic technology is based on a thin (<0.4mm) plastic laminate foil that is able to regulate its transmittancy of light and heat radiation by the application of a low electrical voltage (1.5V), and that has a memory effect. The foil can be applied to glass or used as laminate between layers of glass.

Applications for ChromoGenics energy reducing electrochromic technology include windows for architectural and transport vehicle markets. It provides these sectors with a highly cost effective solution to the growing requirements for energy consumption reduction and the need for greener and more energy efficient buildings and vehicles. For more information: www.chromogenics.se

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.