

**Purechannelapps™ announces they have been selected as a finalist for the Red Herring Top 100 award.**

07/04/15, BATTLE, UNITED KINGDOM- purechannelapps™, today announced they have been selected as a finalist for the Red Herring Top 100 Europe award. This is a prestigious award, designed to honour the year's most promising private technology ventures from the European business region.

The Red Herring editorial team selected their finalists from the most innovative companies spread right across Europe. Finalists are selected based upon their technological innovation, management strength, market size, investor record, customer acquisition, and financial health.

Olivier Choron, CEO and Founder of purechannelapps will be attending the award ceremony in Amsterdam on April 13-15, 2015. Here Mr Choron will present purechannelapps' winning strategy to the Forum.

Olivier Choron stated, "I am really excited purechannelapps has been selected as a finalist for this award. It really shows that we are doing the right thing, and providing the best software solutions we can."

Alex Vieux, publisher and CEO of Red Herring goes on to say, "There are many great companies producing really innovative and amazing products in Europe. We had a very difficult time narrowing the pool. Purechannelapps shows great promise and therefore deserves to be among the finalists."

**About purechannelapps**

Founded in 2011, purechannelapps delivers enterprise-class targeted e-communications and social media amplification solutions that help organisations to reduce communication costs and amplify their social media messaging through their brand advocates. With offices in Texas and the United Kingdom, purechannelapps is privately-owned and funded.

**About the Red Herring Forum**

This event celebrates the most innovative, privately owned companies. Finalists present their strategies, before one is crowned the winner. This prestigious event also presents a rare opportunity to meet the founders, investors, and CEOs of all the nominees.