

News Release

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6th Annual SIIA Ed Tech Business Forum Program Announced

Washington, DC – November 13, 2006 -- The Software & Information Industry Association (SIIA), the principal trade association for the education technology industry, is pleased to announce the program for its 6th Annual Ed Tech Business Forum. The premier business and finance event for the K-12 and postsecondary education technology industry will take place at The Princeton Club of New York on Tuesday, November 28th.

The purpose of the Ed Tech Business Forum is to bring education technology industry executives together to discuss innovation and market investments. This year's conference will feature:

- **Opening Session - Advice to the Ed Tech Industry.** Paul Vallas, CEO, School District of Philadelphia will outline how education institutions see technology trends influencing the day-to-day work of education personnel and summarize what publishers can do (or shouldn't do) to support K-12 and postsecondary institutions in their move to instructional and administrative technology solutions.
- **Thought-provoking panel discussions** will be held in the morning, with breaks for networking and lunch. Panel topics and participating companies include:

Do you Build it or Buy it? Strategies for Getting to a Full Solution Offering for Education Customers

The education market is demanding broader solutions from their vendors. Does merger/acquisition or partnership/development get you to the integrated offering that customers are demanding? Moderator: Robin Warner, Partner, The Van Tulleken Company with panelists: Michael E. Johnson, Chief Operating Officer, Follett Digital Resources and Eric Meyer, CEO, QLD Learning and Former CEO, TurnLeaf

How Do You Price it? Current and Emerging Business Models for Full Solutions Offerings

What do education customers want and how do they want to buy it? What are these new models like Software as a Service or digital learning object repositories and just how will they affect the margins and business opportunities? Panelists include: Andy Flanagan, CEO, eSchoolMall; D. Midian Kurland, VP, Technology & Development, Scholastic Education and George Kane, VP, Strategic Initiatives, Pearson Education

- **Luncheon Discussion: The Ed Tech Industry in a Web 2.0 World.**
Moderator: Gwen Solomon, author and editor, techlearning.com and panelists: Michael Ross, Senior Vice President, Corporate Development, Encyclopaedia Britannica, Inc. and Anne Schreiber, Chief Academic Officer, Curriki.
- **SIIA's One-to-One Business Connections Meetings.** Pre-arranged meetings will be held with education technology companies searching for capital / investment, revenue, distribution and strategic partnership opportunities.
- **Practical seminars.** Six 50-minute interactive presentations on a range of practical topics designed to help your company be more successful.
- **The Late Afternoon Show with Ed Tech Luminaries and Leaders.** This interactive discussion led by industry leaders Kevin Custer, Principal, ARC Capital Development and Richard J. Casabonne, CEO, Casabonne Associates, along with a panel of experts, will share their impressions, forecasts and advice to colleagues, based on what they heard that day.

SIIA's 6th Annual Ed Tech Business Forum is sponsored by AOL@School. For further conference details, including the up-to-date program and registration information, visit the event site at <http://www.sii.net/etbf/2006/>.

About SIIA

The Software & Information Industry Association is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education, and intellectual property protection to more than 700 leading software and information companies. For further information, visit <http://www.sii.net>.

About the SIIA Education Division

SIIA's Education Division serves and represents over 150 member companies that provide software, digital content and other technologies that address educational needs. The Division shapes and supports the industry by providing leadership, advocacy, business development opportunities and critical market information. SIIA provides a neutral business forum for its members to understand business models, technological advancements, market trends, and best practices. With the leadership of the Division Board and collaborative efforts with educators and other stakeholders, the Division undertakes initiatives to enhance the use of educational technology and the success of SIIA members.

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