

Media Release

For Immediate Release:

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"Financing Growth" Is Key Focus When Industry Leaders Convene for Ed Tech Business Forum in New York, December 1-2, 2008

*Innovative Ideas, Emerging Technologies, and Growing Companies are Critical to
Industry's Future*

Washington, D.C. (September 30, 2008) – Innovation and growth of new education technologies, including "financing the growth" of developing Ed Tech firms, will play a pivotal role in this year's industry-leading Ed Tech Business Forum, sponsored by the Software & Information Industry Association (SIIA) on December 1st and 2nd in New York City.

"This year's Ed Tech Business Forum is more exciting than ever, as it will feature an unprecedented line-up of speakers and topics that match our constituents' interests and needs during this ever-changing business and economic climate," noted Karen Billings, Vice President for SIIA's Education Division.

Geared toward the K-12 and post-secondary education technology markets, and dedicated to connecting knowledgeable contacts from across the education and high-tech industries, this year's conference includes the following highlights:

- **An Innovation Showcase**, where attendees can network with leaders of emerging Ed Tech companies.
- **One-to-One Business Connections Meetings**, including potential new partners and investor prospects interested in start-up Ed Tech firms.
- **Business Profiles Presentations**, where emerging companies can garner input and evaluations that will facilitate growth and success.
- **Interactive Seminars**, helping start-ups, mid-size and large companies successfully "finance growth" and move into the next stage of their development.

This year's conference agenda also echoes SIIA's commitment to help education, software and digital content industry representatives develop new and sustainable businesses, while enabling SIIA member companies and constituents to meet prolific business and technology partners.

"In addition to the showcase, presentations and noteworthy seminars, the 2008 Ed Tech Business Forum keynotes will be stellar. The soon-to-be announced line-up of speakers highlights our interest in ensuring the continued perpetuation of talent within the Ed Tech arena - all of whom we are very excited to have join us to lend their expertise," Billings further noted.

For more information regarding the 2008 SIIA Ed Tech Business Forum, or to register for attendance, please visit: www.edtechbusinessforum.net.

Early-Bird Registration, which expires **Monday, November 3**, is as follows:
SIIA Members: \$395 / Non-SIIA Members: \$695.

Media representatives interested in attending this conference, who need to garner press credentialing, please email Eileen Bramlet at: eb Bramlet@sii a.net.

About SIIA

The Software & Information Industry Association (SIIA) 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 for more than 500 leading software and information companies. For further information, visit www.sii a.net.

About SIIA's Education Division

SIIA's Education Division serves and represents more than 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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