

News Release

For Immediate Release

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Ed Tech Leaders Stress Innovation at Industry Conference

Innovative Ideas and Emerging Technologies Key to Industry's Future

Washington, D.C. – December 13, 2007 – Educational technology industry leaders agreed that innovation is vital to continued success in promoting the tools essential for the 21st century success of US students. The SIIA Ed Tech Business Forum hosted more than two hundred industry executives in New York, November 26-27, to discuss new and best practices for achieving that goal.

John Martinson, Managing Partner of Edison Venture Fund, and Tom Houlihan, President and CEO of Institute for Breakthrough Performance, keynoted this 1.5 day conference. Their addresses, accompanied by panel presentations and seminars, emphasized the need for a new approach to preparing today's students and teachers. Business development and sales and marketing sessions informed attendees of numerous ways to identify and incorporate innovative technologies into their own businesses.

The new Innovation Incubator Program highlighted 16 start-up entities and innovative products not yet established in the educational market. Forum attendees met with these start-ups in the One-to-One Business Connections Program and throughout the conference. Sandy Fivecoat, CEO of WeAreTeachers.com said, "This meeting was crucial to the success of our new company, and we are honored to be noted as one of SIIA's 'innovator' companies. The opportunity to interact directly with so many leaders in the industry will clearly have a positive impact on our revenue picture for the coming year." Attendees from investment firms represented billions of dollars of possible investment, acknowledging the direction of the ed tech industry in the coming years.

"This year's Ed Tech Business Forum proved that innovation weighs heavily on the minds of new K-12 and postsecondary technology developers and established industry veterans alike," said Karen Billings, Vice President of SIIA's Education Division. "Our Innovation Incubator Program was hugely successful in connecting those with innovative ideas with those able to fund and capitalize on those ideas."

The conference agenda echoed SIIA's commitment to helping software and digital content industry members sustain their businesses while preparing students for global competition and innovation leadership.

For more information on the SIIA Ed Tech Business Forum and to see session summaries, please visit <http://www.siaa.net/etbf/2007/>. The 2008 Ed Tech Business Forum will be held on December 1-2 in New York City and will focus on driving capital, revenue and growth in the Education Market.

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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 to more than 800 leading software and information companies. For further information, visit <http://www.siaa.net>.

About the 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.