

News Release

For Immediate Release

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Ed Tech Industry to Explore Growth Through Innovation

Software & Information Industry Association Announces 2008 Ed Tech Industry Summit Program

Washington, D.C. – Mar. 4, 2008 – The fifth annual Ed Tech Industry Summit will connect education technology executives and promote the discussion of innovation and its role in company and market growth. The Software & Information Industry Association (SIIA) announces its program and keynote speakers, stressing its focus on innovating for growth in the K12 and postsecondary markets. This year's program will feature:

Keynote Presentations

Dr. Curtis R. Carlson, President and Chief Executive Officer of SRI International, will draw on his experience with developing and leading award-winning products and companies to frame the innovation discussion with an overview of how to encourage and manage innovation while using it to help a company grow.

Dr. Michael Casserly, Executive Director of the Council of the Great City Schools, will address the details of the kinds of innovation that best serve America's largest urban school districts and provide information on the state of today's city schools and their students.

Three Conference Strands

The robust two-and-a-half day conference agenda will include sessions in three tracks to ensure attendee choice in focus areas. These tracks will offer panel discussions and presentations on Business & Finance, Sales & Marketing, and Technical & Development.

Pre-Conference Events

The 2008 program will be the first to include pre-conference workshops. These intimate afternoon sessions before the official start of the conference will address three topics: success in the education market, selling to urban markets, and fully utilizing websites as business tools.

Innovation Incubator Program

The Innovation Incubator Program promotes developers of cutting-edge education technology products or services. Developers in academic and non-profit institutions or young, pre-revenue companies will enter a selection process and the winners will be featured in the Innovation Showcase & Welcome Reception.

Company Profiles

The Company Profiles program is another new addition to the 2008 schedule. Senior executives from new and innovative companies will apply to introduce their company

and product or service to attendees. Those selected will give a five-minute presentation before our audience of industry leaders that includes potential business partners, customers, investors, or acquirers.

SIIA's Ed Tech Industry Summit is supported by Academic Business Advisors, Pearson Foundation, TutorVista.com and VIP Tone.

For further conference details, including up-to-date program and registration information, visit the event website at <http://siaa.net/etis/2008/>.

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.siaa.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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