

Media Release

For Immediate Distribution

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SIIA Education Division Announces New Board of Directors for 2009

Incoming Board Is Excited About Tackling Issues and Challenges Important to Ed Tech Arena

Washington, DC (Nov. 18, 2008) – The Software & Information Industry Association (SIIA) today announced its new Education Division Board of Directors. These newly elected executives from SIIA member companies will help provide the education technology industry with leadership, advocacy and critical market information in the crucial months and years ahead.

In addition, these individuals will come together to represent more than 150 SIIA Education Division member firms that provide software, digital content and other technologies for educational needs. Recently, eight executives have been elected to serve two-year terms and four representatives have been appointed to serve one-year terms. As members of the Education Board of Directors, all of the newly elected executives will develop and prioritize the Division's initiatives and determine the projects, activities and events to be imminently undertaken.

Newly elected board members serving two-year terms are:

- George Cigale, Founder and CEO, Tutor.com
- Bridget Foster, Manager, Technology Products, Key Curriculum Press
- Eileen Lento, K-12 Strategist, Intel Corporation
- Sean Ryan, Senior Vice President, K-12 Software, Scantron Corporation
- Jeffrey Schultz, Vice President, The McGraw-Hill Companies, Inc.
- Steve Siegel, Vice President, eContent Markets, Follett Digital Resources, Follett Corporation
- Stuart Udell, Chief Executive Officer, Penn Foster
- Duncan Young, Vice President, Scholastic Education Services, Scholastic, Inc

Board members appointed to one-year terms include:

- Mark Hammer, Vice President, Marketing, CompassLearning
- Robert Iskander, Founder and Chief Executive Officer, VIP Tone, Inc.
- Lee Jones, Senior Vice President, College Readiness Programs, The College Board
- Liz Riley-Young, Product Marketing Manager, SAS Institute, Inc.

"It's very exciting to observe the SIIA Education Division grow stronger each year. The strength of the 2009 Board suggests that the Division's growth in participation will continue to gain momentum – something that is prolific for the ed tech industry overall," noted Ken Wasch, SIIA President.

Karen Billings, SIIA Education Division Vice President, added: "Once again, we had record interest in board participation, with all parties being superb candidates. I continue to be impressed regarding the quality of those interested in participating in the SIIA Education Board, and by their incredible diligence and dedication once they are elected."

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industries. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 500 leading software and information companies. For further information, visit: www.sii.net.

About SIIA 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 overall success of SIIA members.

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