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SIIA Releases Sequel to Classic Anti-Piracy Music Video "Don't Copy That Floppy"

"Don't Copy That 2" Educates a New Generation of Would-Be Pirates

WASHINGTON, D.C. (September 9, 2009) The Software & Information Industry Association (SIIA), the principal trade association for the software and digital information industries, today released the much-anticipated sequel to its 1992 video classic "Don't Copy That Floppy." The sequel, "Don't Copy That 2," again features M.E. Hart as "MC Double Def DP" (aka DP or Digital Protector) and can be found at www.dontcopythat2.com.

"Floppies may be gone, but software piracy is unfortunately thriving in the digital age," said SIIA President Ken Wasch. "SIIA is proud to produce a video that will educate the Internet generation and draw attention to the very serious consequences of pirating software, content, games and other copyrighted works."

"'Don't Copy That 2' uses humor to bring a serious message to today's youth and remind us all that copyright piracy is a crime," said Keith Kupferschmid, SVP of Intellectual Property Policy & Enforcement for SIIA. "The video is intended to be fun to watch while also conveying the message that pirating software and content carries stiff penalties and can ruin your life. We hope 'Don't Copy That 2' will prevent piracy by helping people, young and old, make better choices when it comes to downloading or purchasing copyrighted works. People may think they can save or make money by engaging in piracy. But, as demonstrated in the video, it's really a game of Russian roulette with serious consequences."

"Don't Copy That 2" features the return of DP, the Digital Protector, as he continues his crusade against software and content piracy with the new slogan, "It's not just a copy. It's a crime." When DP discovers a website selling pirated "tunes, games and apps" run by a college student named Jason, he uses a catchy hip-hop song and a startling dream sequence to teach Jason about the costs of engaging in piracy.

"From the movies to software, E-books and more, you sharing it with your peers but you killin' the store," DP raps to Jason. "Killed a couple of careers cause you copyin' more. Couple years behind bars just to even the score."

"Don't Copy That 2" includes an appearance from convicted software pirate Jeremiah Mondello, who issues a warning about the consequences of software piracy from a federal prison in Oregon.

"Pirating software is no joke," Mondello tells viewers. "For the rest of my life I'll be labeled a felon and an ex-con. Don't make the same mistakes I did."

Mondello, 24, is currently serving a 48-month federal sentence for using stolen bank account information to create fictitious eBay and PayPal identities in order to sell pirated software via eBay. SIIA initiated and worked with the U.S. Department of Justice on the investigation that led to his conviction.

The Software & Information Industry Association (formerly the Software Publishers Association) launched "Don't Copy That Floppy" campaign in 1992. The eight minute video targeted middle school students and was distributed to 20,000 teachers nationwide.

The emergence of Internet tools such as YouTube and Google Videos gave "Don't Copy That Floppy" a second life online, as the educational video became a cult phenomenon with more than 1 million YouTube views, new imaginings of the video by viewers, and online parodies, including a "Don't Copy That Floppy" Rick-Roll.

In order to reach students with the new campaign, SIIA will release a modified and extended educational version of "Don't Copy That 2" that will be distributed to classrooms later this fall.

For more information about "Don't Copy That 2," please visit www.dontcopythat2.com.

Those interested in legally downloading "Don't Copy That 2" can find the new video on iTunes in podcast form.

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 500 leading software and information companies. For further information, visit www.siaa.net.

About SIIA Anti-Piracy Division

SIIA leads the fight against software and content piracy. SIIA's comprehensive, industry-wide campaign combines enforcement with education to combat auction and internet piracy and encourage the sale of legal software. In 2008, SIIA received more than 250 reports of alleged piracy and brought a record number of lawsuits against fraudulent sellers of software on auction sites such as eBay, Amazon.com and iOffer. As a result, SIIA shut down auction and classified ad sites offering products worth a combined total of approximately \$25 million dollars.

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