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Contact: James Kim, 202 289 7442, ext. 1362

**SIIA Announces New State Education Initiatives Report
Expanded reports recognize every education need as a technology opportunity**

WASHINGTON, D.C. - Mar. 30, 2004 - The Education Division of the Software & Information Industry Association (SIIA) today announced the availability of the new State Education Initiatives Report. The Report is a state-by-state review of the education programs and grant funds of interest to publishers/developers of educational software, digital content, assessment and related educational technologies.

The Report provides a state-level "snapshot" of educational activities and plans for each of the 32 key states that are represented. To capture this information, the authors of the Report, KCH Strategies, researched the state Web sites, reviewed existing reports and interviewed state personnel.

"This new State Education Initiatives Report is based on the popular State Technology Initiatives Report that SIIA produced for years," says Mark Schneiderman, SIIA Director of Education Policy. "But, we've added new segments on curriculum and NCLB to the robust technology section, still keeping the information all in one place."

The Report was produced to address the specific needs of the educational publishing community and particularly SIIA members. "By providing this thorough source of information, SIIA helps us keep abreast of current education initiatives within each state and learn about relevant programs and trends," states Cheryl Marty, State Marketing Strategies at CTB McGraw Hill.

"The State Education Initiatives Report is an invaluable resource for finding the information I need in one convenient location to identify target territories and decision-makers," says Mark Stollar, Executive Vice President at TestU. "The Report is an incredible time-saver that has allowed me to spend my resources on prospecting rather than hunting for the information on the Internet."

The reports are available individually or bundled. SIIA Members may download the reports for free (PDFs of the reports are located at <http://www.siiia.net/seir>). Non-members may purchase the reports via the SIIA bookstore <http://www.siiia.net/store/default.asp>.

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 600 leading software and information companies. For further information, visit <http://www.siiia.net>.

About the Education Division

SIIA's Education Division participates, shapes and supports the education industry by providing leadership, advocacy and critical marketing information to promote the success of education technology and content providers.

About KCH Strategies

KCH Strategies is experienced in all phases of operating an educational technology business. KCH services range from strategic planning to technology vision, marketing to executive resources, and much more. For more information, visit <http://www.kchstrategies.com>.

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**Software & Information
Industry Association**

1090 Vermont Ave NW Sixth Floor
Washington, DC 20005-4095



Tel: +1.202.289.7442
Fax: +1.202.289.7097

www.sii.net