

Media Advisory

SIIA Communications Contact: John Crosby, 202.789.4469, jcrosby@siiia.net

PR Contact: Beth Dozier, Rational 360, 202.429.1833, bethdozier@rational360.com

'Googled' Author Ken Auletta to Keynote SIIA Information Industry Summit

Auletta will Join Executives from Google, The Business Insider and Others to Explore Post-Recession Growth Opportunities for the Digital Information Industry

Washington, D.C. (November 17, 2009) – The Software & Information Industry Association (SIIA) today announced that influential author Ken Auletta will join other high-profile speakers to address the future of the information industry at the SIIA 2010 Information Industry Summit, held January 26-27. Because the economic environment presents significant challenges for the digital information industry, the event will help hundreds of executives from digital content providers, aggregators and syndicators overcome post-recession hurdles and identify opportunities to evolve and grow.

Many leading information industry innovators are confirmed to speak at the Summit, including *New Yorker* columnist Ken Auletta, author of the recently released "Googled: The End of the World As We Know It," and one of the leading thinkers on the future of news media. "Googled" tells the story of Google's beginnings and how it transformed traditional media businesses. At the Summit, Auletta will reveal how the industry is being disrupted and redefined, and will help attendees understand, and prepare for, the future of digital media.

Also scheduled to speak at the conference:

- **Henry Blodget**, CEO & Editor-in-Chief, *The Business Insider*
- **Ken Doctor**, Author, *Newsonomics*
- **David Eun**, VP Strategic Partnerships, Google
- **Dave Morgan**, Former Chairman & CEO, TACODA
- **David "Skip" Prichard**, President & CEO, Ingram Content Group

The 2010 Information Industry Summit will also feature several new components, including the Content Solutions Pavilion, where participants can review content management services and applications. Participants will also learn about the next wave of innovation from the CEOs of early-stage content and content-technology companies during the Previews presentations. Additionally, winners of the prestigious CODiE Awards Content categories will be announced and honored at a special dinner on the evening of January 26th.

For more information or to register for the conference, media should contact Beth Dozier at bethdozier@rational360.com. Members of the media may also register online at: <http://www.siiia.net/IIS/2010/press.asp>.

WHO: Software and Information Industry Association (SIIA)
WHAT: SIIA Information Industry Summit
WHEN: 26-27 January 2010
WHERE: Cipriani 42nd Street, New York

For a complete schedule of events, visit www.InformationIndustrySummit.net.

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 for more than 500 leading software and information companies. For further information, visit www.siiia.net.

About SIIA's Content Division

SIIA's Content Division provides a forum for companies that publish and distribute online content, or offer technologies and services that facilitate the licensing, presentation, and distribution of digital information products. The division works with its members to develop effective approaches to emerging issues and to produce deliverables of special interest to the membership.

#