

Media Advisory

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SIIA Information Industry Summit to Explore New Growth Opportunities in the 'Digital News Decade' Jan. 26-27 in New York

'Googled' Author Ken Auletta will Join Executives from CNNMoney, Google and Others to Highlight Post-Recession Strategies & Business Models

Washington, D.C. (Jan. 14, 2010) – On January 26th and 27th, leading thinkers in new media, traditional media, finance and journalism will gather in New York to assess the content landscape and explore profitable business models for the first truly digital news decade. The event is hosted by the Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries.

The Information Industry Summit will help hundreds of executives understand new media trends, tackle post-recession hurdles, and take advantage of new opportunities driving the digital economy. Speakers at the conference include:

- **Ken Auletta**, *Author, Googled: The End of the World as We Know It*
- **Henry Blodget**, *CEO & Editor-in-Chief, The Business Insider*
- **Liberty Carras**, *Senior Vice President, CNNMoney.com*
- **Ken Doctor**, *Author, Newsonomics*
- **Michael Hansen**, *Chief Executive Officer, Elsevier Health Sciences*

During SIIA Previews sessions held throughout the Information Industry Summit, CEOs from revolutionary early-stage businesses that offer content or content technology products will highlight their innovative business models and products.

Additionally, winners of the prestigious Content CODiE Awards will be announced and honored at a special dinner on the evening of January 26th. The only peer-reviewed technology awards program in the country, the CODiE Awards will celebrate ground-breaking content companies and services that have had an unparalleled impact on the industry.

For more information, or to register for the conference and Content CODiE Awards Dinner, media should contact Beth Dozier at bethdozier@rational360.com. Members of the media may also register online at: <http://www.siia.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.siia.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.

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