

## **For Immediate Release**

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### **SIIA Gives Highest Ever Anti-Piracy Rewards to Corporate Whistleblowers in 2009**

*Rewards Totaling \$127,000 Represent Progress in Fight Against Software & Content Piracy in the Workplace*

WASHINGTON, D.C. (January 22, 2010) – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, announced today that it paid \$127,000 in rewards during 2009 to 24 sources who reported cases of corporate end-user software and content piracy. This is the highest amount ever paid by SIIA, while the number of rewards is the second-highest on record, next to the 26 offered in 2007.

"SIIA's Corporate Anti-Piracy Program is fueled by information from reliable whistleblowers. Thanks to our sources, 2009 was a banner year in the fight against software and content piracy in the workplace," said Keith Kupferschmid, SIIA Senior Vice President for Intellectual Property Policy and Enforcement. "The valuable information we received jumpstarted several investigations and helped SIIA continue the industry's most aggressive campaign against software and content piracy."

The SIIA Corporate Anti-Piracy Program pursues cases of software and content piracy that take place within an organization. Such piracy often occurs when software has been installed or content is being copied and/or distributed by an organization that does not have a license or has insufficient licenses from the publisher.

The SIIA Corporate Anti-Piracy Program works with sources who are willing to tell SIIA that a particular organization has copies of illegal software or content. Through its Anti-Piracy Reward Program, SIIA offers rewards to eligible individuals who report verifiable instances of corporate software or content piracy. Rewards range from \$500 for a settlement of \$10,000 to \$1 million for cases with settlement amounts over \$20 million.

Since SIIA's Anti-Piracy Rewards Program began in 2003, no other trade association has given out more rewards in an effort to combat software and content piracy.

#### **How to Report Corporate Software or Content Piracy**

Sources can report corporate software piracy by e-mail ([piracy@siiia.net](mailto:piracy@siiia.net)), telephone (1.800.388.7478), or the Internet ([www.siiia.net/piracy/report](http://www.siiia.net/piracy/report)). Usually the source is a current or former employee of the firm, an SIIA member company representative, vendor, or a person with first-hand knowledge about a company's IT operations.

#### **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.sii.net](http://www.sii.net).

#### **About SIIA Anti-Piracy**

The Software & Information Industry Association's Anti-Piracy Division conducts a comprehensive, industry-wide campaign to fight software and content piracy. The proactive campaign is premised on the notion that one must balance enforcement with education in order to be effective.

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