

## SIIA Content Division News

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# RapidBuyr Selected as SIIA Previews “Most Likely to Succeed”

WASHINGTON, D.C. (February 28, 2011) – The [Content Division of the Software & Information Industry Association \(SIIA\)](#) has recognized [RapidBuyr](#) as the recipient of the SIIA Previews Program’s “Most Likely to Succeed” Award. [RapidBuyr](#) was selected by a vote of the participants at the 2011 Information Industry Summit held in January in New York.

The SIIA Previews Program recognizes up-and-coming companies in the content industry for innovation and success. This year, eight companies were invited to deliver a five-minute presentation to the nearly 250 Summit participants. After all presentations were delivered, Summit participants cast votes electronically to determine the winner of the award.

“We had a great group of presenting companies this year,” noted Ed Keating, Vice President of the SIIA Content Division. “Each brought their own unique merits to the Summit, and the attendees really valued being a part of the experience. Congratulations to the folks at [RapidBuyr](#) for demonstrating innovation and success, and for winning the “Most Likely to Succeed” Award.”

[RapidBuyr](#) is a B2B Daily Deal site dedicated to providing businesses with deep discounts on products and services that every business needs. Deals deliver 30-70% off items such as hardware, software, website design, IT outsourcing, e-mail marketing, SaaS applications and mobile phones.

[RapidBuyr](#) works with merchants, OEMs and service providers to offer deals in over 40 U.S. metro markets. Deals move promotional or excess inventory for sellers and provide them a new channel to acquire customers. [RapidBuyr](#) works with publishers and media companies to monetize customers by embedding ads on their sites and publications and sharing revenue when audiences buy—and by offering subscription deals on their behalf.

“As a first-time entrant in the Previews Program, we were surprised but thrilled to receive the “Most Likely to Succeed” Award,” acknowledged Tom Aley, CEO of [RapidBuyr](#). “We think that a B2B daily deal site is a no-brainer business opportunity, still we were gratified by the vote of confidence we received at the SIIA Summit.”

## 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.

**The SIIA 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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