

SIIA Software Division Media Advisory

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SIIA to Hold Mid-Market Growth Conference July 20 in New York City

*Leading Private Equity Event Connects Software & Content Companies with
Key Investors & Executives*

WASHINGTON, D.C. (July 13, 2011) – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, will host the 2011 Mid-Market Growth Conference—the nation's leading private equity event for the content and software industries—on July 20 in New York City. Companies spanning digital content and software services will have an opportunity to present before an audience of prospective investors, strategic partners and key executives.

The Mid-Market Growth Conference will feature presentations from 20 companies in a wide array of sectors—including information services, digital marketing, software infrastructure and mobility, application software and services, media and publishing. For a complete schedule and a full list of presenting companies, visit:

<http://www.siaa.net/mgc/2011/schedule.asp>

Members of the media are invited to attend. For more information, or to register for the conference, contact Beth Dozier at 202-429-1833 or bethdozier@rational360.com.

WHO: Software & Information Industry Association (SIIA)

WHAT: Mid-Market Growth Conference

WHEN: 20 July 2011

WHERE: Conference Facilities of McGraw-Hill (1221 Avenue of Americas, New York, NY)

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.

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