

Media Release

For Immediate Release

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SIIA Reaches Six-Figure Anti-Piracy Settlement with Iowa Corporation

Aggressive Anti-piracy Actions Continue; Demonstrates Need for Businesses to Use Only Licensed Software

Washington, DC (March 12, 2009) The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, today announced that it settled its copyright infringement suit against Creative Edge Master Shop of Fairfield, Iowa, and its affiliate, Flex Kits LLC. The case is part of SIIA's corporate anti-piracy program, which leads the industry in finding and pursuing illegal software use by businesses and other organizations.

"Every business has an obligation to ensure that its software is legal and licensed," said Keith Kupferschmid, SIIA's Senior Vice President of Intellectual Property Policy & Enforcement. "Companies must have valid licenses for the software installed in their offices, or face significant legal repercussions and payouts that far outweigh the price of purchasing legitimate software."

SIIA accused the corporation of using unlicensed software. As a result, Creative Edge agreed to a comprehensive settlement which includes a six-figure payment and an agreement to bring their licenses up to date, to use only licensed software in the future, and to adopt internal compliance practices in order to avoid future infringement.

SIIA discovered that Creative Edge was installing and using multiple copies of software without proper licenses. The software included various titles owned by Adobe Systems Incorporated, AutoDesk, Inc., Nero Inc., Apple Inc., and Symantec Corporation. Creative Edge performed a self-audit requested by SIIA in response to the accusations, and reported the results to SIIA. The company then agreed to settle the matter and ensure that its software was in compliance with software licenses and the law.

"Businesses that allow the use of unlicensed products rob software companies of critical revenue from their intellectual property," said Scott Bain, Litigation Counsel for SIIA. "This case is an example of how SIIA works to identify and stop these illegal activities, protect the interests of our member companies and their products, and bring accused parties to justice."

The Creative Edge case is part of SIIA's Corporate Anti-Piracy program, which has been combating piracy in the workplace for more than 20 years. SIIA operates the industry's most robust reward program – providing up to \$1 million to those who report piracy. The organization

also operates an Internet Anti-Piracy Program and a Corporate Content Anti-Piracy Program (www.siiia.net/piracy/seminars.asp#esm).

SIIA will use the settlement to fund further anti-piracy education efforts and enforcement work. Confidential reports of suspected software piracy can be made online at: www.siiia.net/piracy/report.asp or by calling 1-800-388-7478.

SIIA recommends that all organizations have comprehensive software compliance policies in place, which include periodic internal software audits.

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 500 leading software and information companies. For further information, visit: www.siiia.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 pro-active campaign is premised on the notion that one must balance enforcement with education in order to be effective.

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