

Media Advisory

For Immediate Release

SIIA Communications Contact: Eileen Bramlet, 703-927-2022, eb Bramlet@siiia.net

PR Contact: Beth Dozier, Rational PR, 202-429-1833, bethdozier@rationalpr.com

Information Industry Summit Introduces Next Wave of Innovation Via 2009 SIIA Previews

*CEOs of 10 Digital Content, Commerce, and Work Flow Solution Firms will Present
Break-through Capabilities at SIIA Previews, Jan. 26 in New York City*

WASHINGTON, D.C. (January 21, 2009) The Software & Information Industry Association's eighth annual Information Industry Summit will introduce the next wave of innovation as the CEOs of 10 companies present their groundbreaking capabilities at the conference's *SIIA Previews* event.

"The 10 firms selected to participate in this year's *SIIA Previews* represent creativity, broad-stroke excellence, and strong business acumen, and illustrate why the coming months and years hold much promise for continued industry-wide success," noted Ed Keating, Vice President of SIIA's Content Division.

The recently-announced 2009 *SIIA Previews* firms are as follows:

Aggregate Markets - Aggregate Markets enables distributed commerce by helping advertisers turn banner ads into ShopAds(TM) that allow customers to purchase products within a secure, embeddable ad unit.

Arity Corporation - Incorporating Web 2.0 participation and Web 3.0 semantic technologies, Arity's EXPRESSway™ exemplifies the next wave of workflow-integrated products that transform collected knowledge into Collective Intelligence.

Associated Content - Associated Content is an open content network that enables anyone to publish any type of content on any subject and makes that content available to consumers on the web.

Cell Journalist - Cell Journalist provides a turnkey solution that enables news organization to connect with their audience around citizen journalism.

InsideView - InsideView is a pioneer in on-demand Sales 2.0 applications, combining social Web technologies and intelligence living across the Web with strong CRM mash-ups to arm sales teams with the insights needed to discover profitable leads and close opportunities.

Management CV, Inc. - Management CV, Inc. provides a pioneering system for analyzing and ranking CEOs and management teams in public companies.

MixedInk - MixedInk is a web-based tool that allows massive groups to brainstorm and combine their best ideas into a single text.

Prolifig - Prolifig provides content distribution applications for the enterprise.

RSuite CMS - RSuite is a content management system that facilitates the creation, management, re-use and distribution of XML, media files, and other document formats (Word, InDesign, or PDFs).

SBTV.com - SBTv.com is the first and only video news and information destination site for America's small businesses and the only media source providing a daily news broadcast produced for small businesses.

For more information, visit: www.sii.net/iis/2009/previews.asp.

In addition to *SIIA Previews*, the rest of the Information Industry Summit will address economic, technological, regulatory and cultural issues affecting the digital information industry with the theme "Driving the Digital Economy." Industry experts will conduct panels and presentations specifically designed to help attendees grow their businesses in a time of economic, political and technological change.

For more information, media should contact Beth Dozier at bethdozier@rationalpr.com. Members of the media may also apply for complimentary media passes online at www.sii.net/iis/2009/press_apply.asp, or contact Eileen Bramlet, SIIA VP for Communications, at EBramlet@sii.net.

The pre-conference event, *SIIA Previews*, will take place January 26 at PricewaterhouseCoopers, located at 300 Madison Ave, New York.

WHO: Software & Information Industry Association (SIIA)

WHAT: Information Industry Summit

THEME: "Driving the Digital Economy"

WHEN: 26-28 January 2009

WHERE: Cipriani, 42nd Street, New York, New York

For more information regarding Information Industry Summit, please 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 to 500 leading software and information companies. For further information, visit www.sii.net.

###