

Media Advisory

For Immediate Release

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SIIA's Education Division to Announce Pivotal Projects & Programs During FETC Breakfast Meeting

Dr. Karen Billings to Unveil New Initiatives on Friday, January 23rd

Washington, DC Jan. 12, 2009 – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, invites key media and bloggers to attend its Education Division Member Breakfast during the Florida Educational Technology Conference (FETC) to hear timely program and project announcements by Dr. Karen Billings, Vice President of the SIIA Education Division.

Previews of the forthcoming announcements include:

- ***Unveiling the 2009 SIIA Vision K-20 Survey***, the first national survey for benchmarking progress toward achieving “the Vision” within the education technology arena.
- ***Announcing Best Practices for Using Games and Simulations in the Classroom***, a new publication from the SIIA Education Division designed to provide guidelines for successfully implementing games in the average 5th-12th grade classrooms.
- ***Release of the SIIA Trends Report on Education Technology: Mobile Devices, Online Learning and the States' Role***, designed to provide readers with a comprehensive look at the latest trends for these three key topics within education technology.

Meeting details are as follows:

- **WHO:** SIIA Education Division Member Informational and Networking Breakfast
- **DURING:** FETC 2009 Conference
- **FOCUS:** Key Announcements by Dr. Karen Billings, Vice President of the SIIA Education Division
- **WHEN:** Jan. 23, 2009, 7 a.m. – 8:30 a.m.
- **WHERE:** Salon 11 of the Rosen Centre Hotel, 9840 International Drive , Orlando, FL.
- **BUSINESS CONTACT:** For further information about the event, please contact Tasiyiwa Mapondera at TMapondera@siiia.net.
- **MEDIA CONTACT** (to confirm your attendance): please contact Eileen Bramlet at EBramlet@siiia.net.

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industries. 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.siiia.net.

About SIIA's Education Division

SIIA's Education Division serves and represents more than 150 member companies that provide software, digital content and other technologies that address educational needs. The Division shapes and supports the industry by providing leadership, advocacy, business development opportunities and critical market information. SIIA provides a neutral business forum for its members to understand business models, technological advancements, market trends, and best practices. With the leadership of the Division Board and collaborative efforts with educators and other stakeholders, the Division undertakes initiatives to enhance the use of educational technology and the success of SIIA members.

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