

For Immediate Release

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SIIA Names Kathy Greenler Sexton to Lead Content Division

Media and Internet Veteran to the lead revenue, membership and programming initiatives of the Content Division.

WASHINGTON, D.C. (Feb. 2, 2012) - The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, today named Kathy Greenler Sexton as Vice President and General Manager of the Content Division. Sexton will lead SIIA's efforts to shape and support leading information and media companies by providing leadership, advocacy, critical market information, and business development opportunities.

"Kathy is a dynamic, strategic and hands-on executive with deep experience serving information, Internet and media companies," said Ken Wasch, President of SIIA. "Using her deep digital content experience, Kathy will support our member companies—which provide the content, software and other enabling technologies that drive the content industry—helping them identify business and partnership opportunities, understand disruptive technologies, maximize their monetization models, connect emerging companies with capital, and educate them on the fast-changing policy initiatives in Washington that could impact their bottom-lines. I look forward to working with Kathy to enhance both the leading and emerging media and information companies that are part of our membership."

"The information market is in the middle of a transformation unleashed by the internet, digital, mobile technology and the proliferation of data," said Sexton. "These changes are impacting everything from business models to service delivery and operations, and they represent both disruptions and opportunities for our member companies. I am honored to lead the SIIA Content Division, and I look forward to helping our members successfully navigate these market challenges."

Sexton has had a history of continued success in the digital content industry. After working in broadcast television and international marketing roles, Sexton was a founding member, lead marketer and publisher for the web-based search engine pioneer AltaVista. She established the company one of the top five globally trafficked sites. She also grew Individual.com into a top online news property, successfully selling to Office.com/Winstar, a leading brand and number one e-commerce site for small business. Sexton also launched HighBeam Research,

dramatically growing revenue, traffic and subscribers and positioned it for sale to Gale/Cengage. She also successfully transitioned BLR from traditional publisher to a streamlined online information provider and re-launched ZoomInfo, establishing it as a leader in the competitive B2B information market. Sexton earned a BA in communications from Boston College.

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 for more than 500 leading software and information companies. For further information, visit www.sii.net

About SIIA's Content Division

SIIA's 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.