

For Immediate Release

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Specialized Information Publishers Association (SIPA) to Merge with the Software & Information Industry Association (SIIA)

SIPA to Become a Division of SIIA; Continue to Offer Membership Programs

Washington, D.C. (September 25, 2012) – The Software & Information Industry Association (SIIA) and the Specialized Information Publishers Association (SIPA) today announced that they are merging. SIPA will become a division of SIIA and will continue to offer its membership programs, without change. SIIA, the principal trade association for the software and information industries, will continue to offer all of the same programs and services that are currently available to its members, along with new programs now available through SIPA. SIPA was founded as the Newsletter Publishers Association but its members now publish in many media and formats.

“For years, the B2B content industry has been fractured among too many trade associations offering similar or overlapping services,” said Ken Wasch, President of SIIA. “Bringing SIPA into the SIIA family will strengthen the collective power of the SIIA community and will help us better serve the information industry.”

SIPA has represented the international specialized publishing industry for 35 years. It advances the interests of commercial information providers serving niche communities by providing education, training and peer-to-peer learning through online and in-person meetings and events. SIPA’s 295 members range from small one-person newsletters to large publishers such as BLR; Kiplinger; and Congressional Quarterly, an Economist Group Business.

“The paid content industry is a rapidly evolving marketplace and SIPA is proud of its role in helping its members stay ahead of the curve,” said Bob Brady, Chairman of SIPA. “Merging with SIIA will provide SIPA members with new tools and perspectives to better understand the changing landscape, seize upon new opportunities, and generally be better positioned for success in the paid content industry.”

Brady said that SIPA members will work closely with the SIIA Content Division, which serves media, publishing and information companies. “We are excited about the joint networking opportunities the merger provides for both SIPA and SIIA members, especially in the Content Division,” Brady said.

SIPA will become SIIA’s sixth market-focused division, joining Education Technology, Software, Content, the Public Sector Innovation Group (PSIG), and the Financial Information Services Division (FISD). SIIA also has public policy and anti-piracy arms.

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. For further information, visit www.sii.net

About SIPA

SIPA was founded in the 1970's as the Newsletter Publishers Association. It consists of both B2C (business-to-consumer) and B2B (business-to-business) publishers. Founded to serve the rapidly growing print newsletter community, the association and its members have stayed at the forefront of emerging media technologies for content delivery, embracing changing content consumption habits among consumers and business professionals alike. The association changed its' name to Specialized Information Publishers Associations (SIPA) in 2001 to reflect the rapidly changing and dynamic media environment that continues to exist today.