

For Immediate Release

SIIA Communications Contact: Laura Greenback, +1.202.789.4461, lgreenback@siia.net PR
Agency Contact: Beth Dozier, +1.202.429.1883,
bethdozier@rational360.com

DataContent 2012 to Spotlight Companies that are Revolutionizing the Digital Content Industry through Data Next Week in Phila.

Conference will Feature 'Models of Excellence' Program Highlighting Eight of the Most Innovative New Data Products

WASHINGTON, D.C. (October 4, 2012) The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, today announced that eight leading database companies have been selected to present at the 20th annual DataContent Conference , which takes place October 9- 11 in Philadelphia. The eight companies will be recognized as part of the Models of Excellence – a program that identifies products that are revolutionizing the information industry by bringing data to life in new ways.

DataContent 2012, produced in partnership with the InfoCommerce Group, is the only conference devoted solely to producers of commercial data products. For the complete schedule of events, visit <http://www.siia.net/datacontent/2012/schedule.asp> . For more information or to register for the conference, members of the media should contact Beth Dozier at bethdozier@rational360.com .

The following Models of Excellence companies will be recognized throughout DataContent 2012 and honored during a special dinner on October 10. Each company has set new standards for innovation in developing and applying data-driven business models.

- [Bundle](#) is a true pioneer in turning Big Data into a high-value data product. By turning anonymous credit transactions into unbiased reviews of retail establishments, Bundle helps consumers make smart buying decisions based on objective analysis. They've made an impressive start to bringing hard data to the business of business reviews.
- [CapLinked](#) leapfrogs the existing virtual data room services by providing a platform that is social, viral, mobile, affordable, and easy to use. CapLinked equips small- to medium-size companies with the same ability to raise capital, manage M&A transactions, and handle investor reporting that was once only available to big players. They have grown 6,000% in the last year and are assembling a community that represents the economic powerhouses of the future.
- [eGordian](#) represents a disruptive new entrant into the field of construction price data, all based on data collected in the course of its other business activities. As it builds out community-driven features that will let users provide feedback on various materials and suppliers, offer advice, share plans and designs, suggest industry methods and use tools developed through partnerships with other companies, it will become a central industry

resource. And that is the sweet spot for any b2b publisher.

- [GovTrak](#) addresses an increasingly important and complex challenge: finding, understanding, and tracking government legislation. GovTrak is a well-executed example of how the combination of data, tools, and analytics can deliver power to those who are seeking the truth.
- [InfoArmy](#) revolutionizes how a content company is built by marshaling two of the industry's most powerful trends: crowdsourcing and community. Success is participatory, self-managed and self-reinforcing. InfoArmy is a true example of content unbound – non-bureaucratic, collaborative and exponential.
- [Reachable](#) does amazing things with graph technology and mashups of various contact lists enabling what it calls “social proximity selling,” where sales people can use identified “connection paths” to reach specific prospects. It is particularly powerful for larger organizations as a tool for co-workers to leverage each other's connections. Reachable is a very distinctive offering with its own specialized functionality and value proposition.
- [RedBeacon](#) has reset the bar on lead generation by investing lots of effort to customize the negotiating and selecting experience, providing a highly-secure bid process, and even accommodating non-standard service requests. The real product RedBeacon has produced is trust, and they reap the rewards by keeping themselves firmly in the middle of all transactions.
- [Speakerfile](#) goes beyond a passive database by matching relevant speakers and events, and offers a private communications platform to keep communications out of its users' cluttered inboxes. Speakerfile organizes a formerly fractured and inefficient business activity by combining a marketplace model with strong content management and workflow functionality to create a useful, high-value service.

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

The SIIA Content Division serves the media, publishing, information services and technology companies that drive the content industry. The Division is dedicated to helping its members successfully navigate the dramatic changes in content creation, business models and technology impacting the content industry. Our member companies create, publish and deliver content across all online, mobile and digital platforms; produce content-focused software applications and tools; develop enabling technologies; and offer services focused on the content industry. For more information, visit www.sii.net/content.

About InfoCommerce Group Inc.

InfoCommerce Group Inc. (ICG) was formed in 2000 to address the radical transformation of the information industry by providing guidance, research and advice to producers of commercial

database content. ICG has expanded to add practices in health content and master data management. Over the last twelve years, ICG has established itself as the thought leader in exploring, charting, analyzing and defining the most important issues reshaping the database business. Its proprietary Business Information Framework provides an in-depth understanding of how data products are produced and sold. For more information please visit <http://www.infocommercegroup.com> or call 610-649-1200.