

For Immediate Release

SIIA Contact: Laura Greenback, Communications Director, 202-789-4461, lgreenback@siiia.net

PR Contact: Farrah Kim, Rational 360, 202-568-8986, farrahkim@rational360.com

Mike Marchesano Named Managing Director of SIIA's American Business Media Division
Media Industry Veteran to Lead ABM



Washington, D.C. (September 30, 2013) – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, today announced that media industry executive Mike Marchesano will join as Managing Director of the American Business Media (ABM) Division of SIIA. ABM merged with SIIA on June 30.

Marchesano most recently was President and CEO of Aequer Media, a consulting firm

dedicated to providing strategic, customized technology solutions for B2B and consumer magazines, newspapers, and Fortune 1000 companies. Marchesano was also Managing Director at the Jordan Edmiston Group, an investment banking firm, where he led the sale of Congressional Quarterly to the Economist Group. Before that, he was Executive Vice President & Chief Transformation Officer at The Nielsen Company; President and CEO at VNU Business Media; President and CEO at Bill Communications (an operating company of VNU), and President at BPA International (now BPA Worldwide). Marchesano was an ABM board member from 2001-07, serving as chairman in 2006-07, and a SIIA Content Division board member from 2007-11.

“With changing business models, new delivery platforms and new competition, the business media industry will benefit enormously from someone with Mike’s perspective and experience,” said SIIA President Ken Wasch. “With Mike at the helm, the ABM division will develop new programs and services that help to advance the business media industry.”

“With the merging of ABM and SIIA, the opportunity to showcase the unique and powerful role business media and information provides its audiences and marketers is very exciting,” said Marchesano. “I am thrilled to take on this responsibility for our industry and privileged to lead the organization.”

“We are immensely fortunate to have been able to recruit an executive of Mike’s expertise and stature,” said Neal Vitale, Chairman of ABM and President & CEO of 1105 Media, Inc. “I am looking forward to working with him as we grow ABM.”

About SIIA:

SIIA is the leading association representing the software and digital content industries. SIIA represents approximately 800 member companies worldwide that develop software and digital information content. Information technology (IT) and software security are critical issues to SIIA’s members, many of whom strive to develop safe, secure and state-of-the-art products that effectively serve their commercial and government customers alike, while protecting their intellectual property. For further information, visit www.sii.net.

About ABM:

ABM is a division of SIIA. ABM has a rich 100-year history of serving the B2B media industry. As a division of SIIA, ABM is positioned at the center of a rapidly changing global b-to-b ecosystem. Focused on the entire B-to-B business model – including data, events, information, marketing services and media – ABM delivers intelligence to industry professionals worldwide, including Madison Avenue, Wall Street and the Beltway. The 200-plus member of the ABM

division reach an audience of more than 100 million professionals and represent nearly 4,000 print and online titles and over 1,000 trade shows, with more than \$20 billion in annual revenues. For more information, visit www.ABMAssociation.com.