

## Media Advisory

### For Immediate Release

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### SIIA Information Industry Summit to Focus on Digital Economy and Methods for Success During Challenging Business Climate

*Premiere Digital Content Executives, Including Henry Blodget, Marjorie Scardino and Mark Walsh, will Address SIIA Event Jan. 26-28 in New York City*

**WASHINGTON, D.C. (December 18, 2008)** The Software & Information Industry Association's eighth annual Information Industry Summit will highlight the strategies digital content companies can employ to succeed during the economic downturn. More than 400 business leaders representing publishers, content technology companies, bankers, analysts, bloggers and press will gather at the conference to network and hear from executives who have prolifically impacted the digital economy even during a tough business climate.

"Even for the healthiest of businesses, the current economic environment can present significant challenges," noted Ed Keating, Vice President for SIIA's Content Division. "This year's Summit will be especially valuable, as global thought leaders will share ideas and strategies for how attendees can enhance their businesses during the current market climate. For seven years, the SIIA Information Industry Summit has earned its reputation as the digital information industry's flagship conference and the strategic guidance it provides is needed now, more than ever. With leading industry names speaking, and topics addressing the real-world needs of digital content businesses, this year's event will offer tremendous value to attendees."

The Summit will address economic, technological, regulatory and cultural issues affecting the digital information industry with the theme "Driving the Digital Economy." Industry experts will conduct panels and presentations specifically designed to help attendees grow their businesses in a time of economic, political and technological change. Keynote speakers include:

- **Henry Blodget, CEO, Co-Founder, Editor-in-Chief, Silicon Alley Insider, Inc.**
- **Marjorie Scardino, Chief Executive, Pearson**
- **Mark Walsh, Political Commentator, Media & Political Pundit**

For more information, media should contact Beth Dozier at [bethdozier@rationalpr.com](mailto:bethdozier@rationalpr.com). Members of the media may also apply for complimentary media passes online at [www.siaa.net/iis/2009/press\\_apply.asp](http://www.siaa.net/iis/2009/press_apply.asp), or contact Eileen Bramlet, SIIA VP for Communications, at [EBramlet@siaa.net](mailto:EBramlet@siaa.net).

The Summit will also feature pre-conference presentations by CEOs of innovative early-stage content creators, aggregators, and technology vendors. The presentations will take place January 26 at PricewaterhouseCoopers, located at 300 Madison Ave.

**WHO: Software and Information Industry Association (SIIA)**

**WHAT: Information Industry Summit**

**THEME: "Driving the Digital Economy"**

**WHEN: 26-28 January 2009**

**WHERE: Cipriani, 42<sup>nd</sup> Street, New York, New York**

**For more information regarding Information Industry Summit, please visit**

**[www.InformationIndustrySummit.net](http://www.InformationIndustrySummit.net)**

**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](http://www.sii.net).

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