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Media Release

For Immediate Release:
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SIIA Releases Timely Report on Postsecondary Education Market

Survey results provide insight on postsecondary institutions and trends about spending, planning and use of technology

Washington, D.C. – May 21, 2009 – The Education Division of the Software & Information Industry Association (SIIA) today announced the release of its most recent report on the postsecondary education market for technology – officially titled the *SIIA Postsecondary Market Report*.

The report was authored by Academic Business Advisors, LLC, a firm that helps companies deliver education via all formats of media. The report illustrates, despite economic challenges, opportunities continue to abound for education technology companies, especially regarding for-profit, online and non-traditional institutions. Additionally, as the role and expectations of postsecondary institutions continue to evolve, technology is expected to play a significant role in shaping their plans to educate more efficiently and to spend more strategically.

"The purpose of this report was to identify the opportunities, challenges, and potential areas for growth in higher education institutions. In addition, the report aimed to find where technology has the greatest impact and where it can provide the most prolific benefits moving forward," noted Karen Billings, Vice President of SIIA's Education Division. "The postsecondary education market is continuing to evolve, embracing relevant and business-centric ideas like customer convenience and greater cost accountability. As such, technology must demonstrate the value it can offer in helping these institutions achieve their goals."

Interesting findings in the report include:

- There are more than 4,300 degree-granting postsecondary institutions in the United States, growing from 2,000 in 1960. More than two-thirds of postsecondary institutions now offer some form of online classes.

- Total postsecondary enrollments are forecast to continue growing, from just under 14 million in 1990 to more than 18 million in 2008 and 20 million in 2017.

- A large majority (69 percent) of academic leaders believe that student demand for online learning is still growing, and virtually all institutions with online offerings expect their online enrollments to increase over the coming year.

- To ensure future viability and potential for growth within the postsecondary sector, all cost centers are being closely reviewed and considered, and areas with the highest growth potential (such as online learning) are being perpetuated and marketed.

SIIA's Postsecondary Report is available to members at no charge and for sale to non-members through the association's Web site at www.siia.net/estore, or by contacting SIIA directly at 202.789.4467.

Members of the media interested in reviewing the full report can email Eileen Bramlet at EBramlet@siia.net or call 202.789.4469.

About SIIA
The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industries. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to 500 leading software and information companies. For further information, visit www.siia.net.

About SIIA's Education Division
SIIA's Education Division serves and represents more than 150 member companies that provide software, digital content and other technologies that address educational needs. The Division shapes and supports the industry by providing leadership, advocacy, business development opportunities, and critical market information. SIIA provides a neutral business forum for its members to understand business models, technological advancements, market trends, and best practices. With the leadership of the Division Board and collaborative efforts with educators and other stakeholders, the Division undertakes initiatives to enhance the use of educational technology and the success of SIIA members.

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