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Media Release

For Immediate Release
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SIIA Announces Appointment of New Vice President of Communications

Seasoned Association Marketing and PR Executive John Crosby will Lead SIIA Communications Efforts

WASHINGTON, D.C. (August 27, 2009) The Software & Information Industry Association (SIIA), the principal trade association for the software and digital information industries, today announced the appointment of John Crosby, CAE, a veteran association marketing and public relations executive, to serve as its Vice President of Communications.

Crosby has over 16 years of association management and leadership experience in both trade and professional associations. Though he started as a lobbyist on intellectual property and international trade issues in 1993, Crosby transitioned into association communications and online strategy in 1998. His most recent work has focused on developing social media strategies and online public relations campaigns in order to drive awareness and generate revenue.

During his career, Crosby provided more than eight years of leadership over two tours of duty at the Special Libraries Association, an international organization dedicated to advancing the information and content management field. Before returning to SLA for the second turn, he managed federal marketing for LexisNexis in its risk management business unit.

Prior to his association career, Crosby served on the Washington, DC staff of the late Representative Herb Bateman (R-1-VA).

Crosby earned a BA in Government from the College of William and Mary in 1990. He received his Certified Association Executive designation in 2007.

"We are proud to have John Crosby join our team and take a leadership role in evolving our communications strategy and manage the SIIA brand," said SIIA President Ken Wasch. "His experience in the association market will significantly impact our operations. His background in policymaking, intellectual property and the digital content market will help develop our government relations and anti-piracy efforts."

"I've known the SIIA staff and leadership for years, and I am very excited to be joining them," noted Crosby. "I look forward to working with SIIA members and staff in shaping the conversations that drive awareness of the software and content markets, and advancing thought leadership around these important areas."

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.siia.net.