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For Immediate Release

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SIIA Anti-Piracy Music Video "Don't Copy That 2" Earns Worldwide Attention

Called "Hysterical," "Creepy," "Genius," "Rubbish" and more, "Don't Copy That Floppy" Sequel Gets Over a Quarter of a Million YouTube Views in Just 2 Weeks

WASHINGTON, D.C. (September 23, 2009) The Software & Information Industry Association (SIIA), the principal trade association for the software and digital information industries, today announced that its new music video "Don't Copy That 2," the sequel to its 1992 classic "Don't Copy That Floppy," has had a dramatic, worldwide impact on anti-piracy awareness. The viral music video can be seen at www.dontcopythat2.com.

Since its September 9 release, SIIA's "Don't Copy That 2" music video has been viewed more than 255,000 times on YouTube, where more than a thousand people have posted comments about the video and its message, "It's not just a copy. It's a crime." The video has also been a favorite of bloggers and Twitter users around the world, who have made it the subject of hundreds of tweets and postings over the last two weeks.

"Whether you love it or hate it, you have to agree that Don't Copy that 2 is having a powerful impact," said SIIA President Ken Wasch. "And that is exactly our goal – to deliver our anti-piracy message to audiences around the world. The criminal consequences of piracy are significant, but we can't expect to deliver that message simply through press releases. Don't Copy that 2 is reaching young and engaged audiences that need to understand that pirating copyrighted works is a serious crime."

"Reviewers have called it 'hysterical,' 'genius,' 'contemporary drama at its finest,' and our favorite – 'the worst anti-piracy ad ever,'" said Keith Kupferschmid, SVP of Intellectual Property Policy & Enforcement for SIIA. "Whatever you want to say about it, one thing is clear: 'Don't Copy That 2' has gained the attention of both those who obey – and those who violate – copyright laws. The video is fun to watch, and perhaps even more fun to

critique, but it has unquestionably been a successful means for delivering a serious message."

"Don't Copy That 2" features the return of DP, the Digital Protector, as he continues his crusade against software and content piracy – this time in the digital age. When DP discovers a website selling pirated "tunes, games and apps" run by a college student named Jason, he uses a catchy hip-hop song and a startling dream sequence to teach Jason about the costs of engaging in piracy.

The video also includes an appearance from convicted software pirate Jeremiah Mondello, who issues a warning about the consequences of software piracy from a federal prison in Oregon. Mondello, 24, is currently serving about four years for using stolen bank account information to create fictitious eBay and PayPal identities in order to sell pirated software via eBay. SIIA initiated and worked with the U.S. Department of Justice on the investigation that led to his conviction.

Those interested in legally downloading "Don't Copy That 2" can find the new video on iTunes in free podcast form.

In order to reach students, SIIA will release a modified and extended educational version of "Don't Copy That 2" that will be distributed to classrooms later this fall.

For more information about "Don't Copy That 2," please visit www.dontcopythat2.com.

About "Don't Copy That Floppy"
The Software & Information Industry Association (formerly the Software Publishers Association) launched "Don't Copy That Floppy" campaign in 1992. The eight minute video targeted middle school students and was distributed to 20,000 teachers nationwide. "Don't Copy That Floppy" later became a cult phenomenon with more than 1 million YouTube views and various online parodies.

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.

About SIIA Anti-Piracy Division
SIIA leads the fight against software and content piracy. SIIA's comprehensive, industry-wide campaign combines enforcement with education to combat auction and internet piracy and encourage the sale of legal software. In 2008, SIIA received more than 250 reports of

alleged piracy and brought a record number of lawsuits against fraudulent sellers of software on auction sites such as eBay, Amazon.com and iOffer. As a result, SIIA shut down auction and classified ad sites offering products worth a combined total of approximately $25 million dollars.

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