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Media Advisory

For Immediate Release:
SIIA Contact: John Crosby, VP Communications, 202.289.7442, jcrosby@siia.net
PR Contact: Sandy Fash, C. Blohm & Associates, Inc., 608.839.9800, sandy@cblohm.com

Karen Cator to Headline SIIA Ed Tech Business Forum

Former Apple executive, now head of federal ed tech initiatives, to keynote conference

Washington, D.C. (Nov. 5, 2009) – The Education Division of the Software & Information Industry Association (SIIA) today announces that Karen Cator, the new director of the Office of Education Technology at the U.S. Department of Education, will serve as its featured keynote speaker during a special lunch presentation at the Ed Tech Business Forum. The conference will be held Nov. 30 and Dec. 1, 2009, in New York.

Cator was previously director of education leadership and advocacy at Apple, Inc., responsible for the company's Distinguished Educator Program, professional development initiatives, and teaching and learning content on the Apple Learning Interchange. In her new role, Cator will lead the implementation of research, policymaking and leadership initiatives to support the advancement of technology development and use in education. Cator is past chair of the Partnership for 21st Century Skills, and has previously served on the board of directors of the SIIA Education Division.

"We are thrilled to have such an amazing leader and advocate leading the way at the Department of Education," said Karen Billings, Vice President of the SIIA Education Division. "Having her participate in the Ed Tech Business Forum as a keynote speaker will add value to the event, and shine a light on the critical importance of technology in the 21st century classroom."

The Ed Tech Business Forum is the nation's foremost executive event for the education technology industry. Leaders from top organizations will share their experiences in conducting business in a global market. In addition, the program will focus on the economic landscape for companies looking at financing options now as well as future growth opportunities.

To find out more about the Ed Tech Business Forum, or to inquire about press registration, visit the event's Web site at www.edtechbusinessforum.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 for more than 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.

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