Software & Information Industry Association
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SIIA

For Immediate Release
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SIIA, Newstex Announce iPhone App for Digital Content Industry

Social Media Content from Industry Association and Authoritative Content Provider Available in One Tool

WASHINGTON, DC (January 26, 2010) – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, has launched its first mobile application for accessing social media content from SIIA and across the digital content industry. The application – dubbed "Content Industry Content" – is now available for iPhones® and iPod touches® from the Apple iTunes Store.

"We are really excited to offer the first 'app' that allows content industry executives and leaders to quickly review blogs, newsfeeds, video and Twitter discussion from sources across the industry," noted Ed Keating, Vice President of the SIIA Content Division. "The new SIIA app, powered by Newstex, our Authoritative Content partner, drives multiple forms of content from multiple sources into one easy-to-use mobile resource. It's not just an RSS reader or a Twitter app or a video viewer. It's all those things and more."

The SIIA mobile application offers a free, public trial version for download. Members of the SIIA Content Division may request complimentary access to a limited number of licenses for a premium content package that contains a much deeper range of content. Additionally, SIIA and Newstex will be making the application available on Android-based phones at a later date.

Larry Schwartz, President of Newstex, suggests the partnership helps redefine mobile access to social media. "More and more people are tapping social media through applications that provide content from a handful of sources. We believe this application creates significant marketing and revenue opportunities for publishers and aggregators, as well as associations of all types."

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 more information, visit www.siia.net.

About Newstex
Newstex LLC (www.newstex.com) provides Authoritative Content from thousands of top newspapers, publications, experts, professionals, government officials, and more. Newstex editorially selects Authoritative Content producers from offline and online sources, enhances that content to make it easier to find relevant information, and delivers that content through respected content distributors to end-users in professional fields such as journalism, business, academia, law, government, and more.

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