For Immediate Release:

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SIIA, OpSource to Host All About the Cloud Conference

Largest cloud industry event to advance the ongoing evolution of computing

Santa Clara, CA and Washington, DC – February 10, 2011– The Software and Information Industry Association (SIIA), the principal trade association for the software and digital content industries, in partnership with OpSource, Inc., the leader in enterprise cloud and managed hosting, will hold its annual All About the Cloud conference May 23-26 at the Palace Hotel in San Francisco. Now in its 6th year, the conference will bring together software and cloud computing industry executives to consider the business opportunities and challenges in the continually evolving cloud computing market.

Cloud computing is revolutionizing the way software is developed, consumed and delivered. The All About the Cloud conference bridges the gap between the traditional software industry and the Software-as-a-Service (SaaS), Platform-as-a-Service (PaaS) and Infrastructure-as-a-Service (IaaS) industries.

"This conference was a huge success last year," said Rhianna Collier, Director of the SIIA Software Division. "With opportunities in cloud computing rapidly growing, we are excited about the prospects for an excellent lineup of speakers and sessions, as well as a high level of participation from across the software industry."

The conference provides independent software vendors (ISVs), hardware vendors, systems integrators and cloud computing companies with an opportunity to network with industry leaders and learn about doing business in the cloud: security, mobile, government and monetization.

All About the Cloud will feature sessions that focus on an array of cloud business topics:

- Securing the Cloud
- Business in the Cloud
- Platforms and Infrastructure
- Social Cloud
- Integrating in the Cloud
- Mobile Cloud
- Government Cloud
- Monetizing Cloud

"As software vendors, large enterprises and governments look to leverage the cloud for efficiency or to drive new revenue streams, and industry collaboration is critical," said Keao Caindec, SVP and Chief Marketing Officer, OpSource. "All About the Cloud is the one conference that brings together both software and cloud computing leaders in one place to challenge traditional models, recognize true innovation and move our IT industry forward."

All About the Cloud is sponsored by a wide range of companies leading the development of cloud computing:

- Diamond Sponsor: Microsoft
- Platinum Sponsors: IBM, SafeNet, SAP
- CODiE Awards Luncheon Sponsor: Grant Thornton LLP
- Offsite Networking Reception Sponsor: Dell Boomi
- Gold Sponsors: Accenture, Agilis Solutions, Host Analytics, Ping Identity, Rackspace
- Golf Tournament Sponsor: Progress Software
- Silver Sponsors: Corent Technology, FinancialForce.com, SaaSHR.com
- Networking Breaks Sponsor: AppFirst Inc.

To learn more about the conference or to register, visit www.allaboutthecloud.net.

Applications for media access may be submitted online at http://siia.net/aatc/2011/press_apply.asp.

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. **The SIIA Software Division** provides a forum for companies developing the applications, services, infrastructure and tools that are driving the software and services industry forward. For further information, visit www.siia.net/software

About OpSource
OpSource provides cloud and managed hosting solutions that enable businesses of all sizes to accelerate growth and scale operations while controlling costs and reducing IT infrastructure support risks. More than four hundred Software-as-a-Service ISVs, cloud platform providers, carriers and enterprises rely on OpSource's expertise, experience and agility to operate high-availability, business-critical hosting environments. Our industry-leading Application Operations service goes beyond traditional hosting by providing application management, change management, performance management and application optimization. OpSource Cloud™ is the first cloud to bring together the flexibility, availability and community of the public cloud with the security, performance and control the enterprise demands. Founded in 2002, OpSource is SAS 70 Type II, PCI DSS Level 1 and European Safe Harbor certified and has operations in California, Virginia, UK, Ireland, and India. For more information, please visit www.opsource.net.

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