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Media Advisory

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SIIA Names Mark MacCarthy Vice President of Government Affairs

30-Year Policy Veteran is Former Georgetown Professor and Executive with Visa and Capital Cities/ABC

WASHINGTON, D.C. (Feb. 14, 2011) – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, today announced that public policy veteran Mark MacCarthy will serve as Vice President of Government Affairs. MacCarthy will lead SIIA's efforts to promote and protect the interests of its member companies in public policy debates by working with state, federal and international policymakers.

"As leaders in America's tech industry, SIIA member companies are playing a vital role in our nation's economic recovery and growth," said Ken Wasch, President of SIIA. "Using his deep public policy experience, Mark will make certain the voice of our industry is heard on Capitol Hill, in the White House and around the globe. Mark's combination of hands-on policy experience and academic expertise gives him a unique understanding of the dynamics of business and policy. I'm confident he will be a tremendous asset as we work to make certain that software and digital information companies are able to innovate and drive America's economic future."

"It's an exciting opportunity to join an organization that represents more than 500 of our country's most innovative businesses," said MacCarthy. "America's software and digital content industries are leading the global digital economy, and their importance is continuing to grow. For this reason, it is essential that SIIA provide a strong voice on behalf of its members across a wide range of policy issues, including intellectual property protection, privacy and security, cloud computing and education. I look forward to continuing SIIA's aggressive public policy agenda on both a domestic and global scale."

MacCarthy brings 30 years of public policy experience. He most recently taught and conducted research at Georgetown University's Communication, Culture, and Technology Program. MacCarthy taught courses on the development of electronic media, technology policy, information privacy and security, and global Internet freedom. He previously served as Senior Vice President for Global Public Policy at Visa Inc., where he was responsible for policy initiatives affecting electronic commerce, new technology and information security and privacy. MacCarthy was also a senior manager with the Wexler-Walker Group, a Washington public policy consulting firm, and headed the Washington office of Capital Cities/ABC. His government service includes positions as a professional staff member on the U.S. House of Representative's Committee on Energy and Commerce, where he handled communications policy issues, and as an economist at the U.S. Occupational Safety and Health Administration.

MacCarthy has a PhD in philosophy from Indiana University and an MA in economics from the University of Notre Dame.

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.

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