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Media Release

For Immediate Release:
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SIIA Education Division Announces Ellen Bialo as Recipient of First Ever Education Technology *Impact Award*

Honor was bestowed during SIIA's 2009 CODiE Gala in San Francisco this week

Washington, DC – May 8, 2009 – The Education Division of the Software & Information Industry Association (SIIA) presented its first ever Education Technology Impact Award to noted Ed Tech industry pioneer, Ellen Bialo, during the 24th annual SIIA CODiE Awards Gala in San Francisco this past week.

According to SIIA Education Board sources, Ms. Bialo was selected for the honor due to her pioneering spirit, demonstrated inventiveness, and ongoing (multi-decade) career achievements that have impacted the Education Technology industry. Specifically, for more than 25 years, Ms. Bialo has contributed broadly and deeply to the education software industry in ways that have been significant and fundamental to its healthy growth, as well as to the individuals who comprise it.

According to Dr. Karen Billings, Vice President for the SIIA Education Division, "Ellen Bialo has demonstrated both leadership and mentorship that continues to impact our industry, through her company, her personal time – and through her contributions to members of the Education Division. I can't think of anyone who deserves this distinctive honor more than she does."

Ms. Bialo's career began in the 1980s at the Education Product Information Exchange (EPIE), where she served as director of software evaluation working with the Urban Superintendents Technology Consortium. In 1983, she co-founded Interactive Educational Systems Design (IESD), Inc.—recognized as a leader in research and analysis, instructional design consulting, and materials development. The impact of her work includes a wide range of education market publishers, technology hardware manufacturers, government agencies, non-profit institutions and school districts. Further, Ms. Bialo has served as a "mentor-in-chief" to numerous individuals in our industry.

In the late 1980s, Ms. Bialo started a women's networking organization called the DOLS which has grown to nearly 350 participants. The DOLS network strives to bring people together to enhance their professional growth in this industry through information sharing, networking, and supporting one another.

Today, Ms. Bialo continues to serve the education technology community by actively participating with major education organizations including the Consortium for School Networking (CoSN), EdNet, and SIIA where she continues to serve on the Education Board of Directors while also co-chairing the Education Division Marketing Committee.

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 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. SIIA provides a neutral business forum for its members to understand business models, technological advancements, market trends, and best practices. With the leadership of the Division Board and collaborative efforts with educators and other stakeholders, the Division undertakes initiatives to enhance the use of educational technology and the success of SIIA members.

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