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Media Release

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SIIA's Education Division Recognizes 'Technology Standouts' During Its Prestigious Innovation Incubator Program

Twelve new offerings showcased during 2009 Ed Tech Industry Summit in San Francisco

Washington, D.C. (May 12, 2009) – Innovation and growth of new education technologies were the focus, particularly among those organizations represented during the acclaimed Innovation Incubator Program, at the annual Ed Tech Industry Summit, sponsored by the Software & Information Industry Association (SIIA).

SIIA's Education Division committee members reviewed 26 applications, and then voted for top selections based on key criteria, including the alignment to SIIA's Vision K-20 benchmarks and education institution uses.

The 2009 Innovation Incubator participants represent pre-revenue companies, established companies, non-profit groups, R&D agencies, and academic institutions, and were officially introduced at the recent Ed Tech Industry Summit conference during the first week of May in San Francisco, Calif.

Focusing on how critical innovation is to the future of the ed tech industry, SIIA's Education Division narrowed the list of impressive applicants to 10 selected participants and two finalists.

The 2009 Ed Tech Industry Summit Innovation Incubator participants:

- Adobe Flash Catalyst, Adobe Systems, Inc.
- ArchieMD Interactive 3D Platform: Virtual Autopsy, ArchieMD
- ClassLink Inquiry, ClassLink
- Kidos Computer, Kidos Computer
- Math Learning Exchange, Math Learning Exchange
- MixedInk Collaborative Writing Tool, MixedInk
- PLEX Labs, Filament Games, LLC
- The Predictive Assessment of Reading, Child'sMind Publishing
- Skatekids Online / Ramps to Reading, Quantum Learning Technologies
- StraighterLine, SMARTHINKING

The 2009 Ed Tech Industry Summit Innovation Incubator finalists:

- edWeb, edWeb LLC
- GradeCam, GradeCam Corporation

In addition, four of these organizations were highlighted further at this season's Incubator Awards:

- Most Innovative Educational Product or Service Awarded to: Skatekids Online / Ramps to Reading by Quantum Learning Technologies
- Runner-up awarded to: MixedInk Collaborative Writing Tool from MixedInk
- Product or Service Most Likely to Succeed in the Education Market: Adobe Flash Catalyst from Adobe Systems, Inc.

- Runner-up awarded to: The Predictive Assessment of Reading by Child'sMind Publishing

SIIA has extended the visibility of all applicants by hosting the *Innovation Incubator Virtual Environment*. Built with the support of member company Educational Systemics, the virtual arena provides a venue for the public to view "exhibit booths" by visiting http://k-12.veplatform.com.

According to Karen Billings, Vice President for SIIA's Education Division, "We are both excited and impressed by this season's line-up of Innovation Incubator participants and acclaimed 'standouts.' These organizations and their technologies represent different stages of company and organizational maturation – and feature exciting new curriculum, administrative and productivity solutions for both K-12 and postsecondary markets, and new educational technology solutions for the future. These innovations prove that the future of education technology is alive and well, and very exciting."

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 nearly 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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