



SIIA Previews to Showcase Innovative Early Stage Content Companies

GUILFORD, CT, January 11, 2007 – Newstex, www.newstex.com the *Content On Demand*[™] company, today announced that Newstex President Larry Schwartz is serving as Chairman of the SIIA Previews event on January 29, 2007. SIIA Previews is an exciting and innovative forum from The Software & Information Industry Association (SIIA) where presentations by the CEOs of early-stage content and content-technology companies are made to an interested audience of potential investors, partners, and member companies of the SIIA.

SIIA Previews <http://www.sii.net/iis/2007/preview.asp> is an all-new prequel to the popular SIIA Information Industry Summit. SIIA Previews will be held on Monday, January 29, from 1:00PM - 6:00PM at the corporate headquarters of CIBC World Markets, New York City. Participants must register in advance at the SIIA Previews <http://www.sii.net/iis/2007/preview.asp>

Featured highlights of the event include a keynote address by Venture Capital guru Fred Wilson, Managing Partner at Flatiron Partners & Union Square Ventures.

“Our goal in putting together SIIA Previews is to bring the next wave of innovative firms together with more established companies,” said Larry Schwartz, Newstex President and the producer of SIIA Previews. “As a member of the SIIA Content Division Board, we’ve often discussed bringing new young companies into the SIIA. This event does exactly that.”

Presentations by the CEOs of early-stage content and content-technology companies will include Contributor, Cranium Softworks, Inc., Decision Tree Media, Dragonfly, Eureka, Generate, Inc., iCopyright, Inc., Inform Technologies LLC, Near-Time, Pando Networks, and RealTimeMatrix.

“Larry’s experience as a serial entrepreneur and board member for the Content Division has made him uniquely qualified to chair the inaugural SIIA Previews” said Ed Keating, Vice President of the Content Division of The Software & Information Industry Association. “Larry has worked very hard to create a top notch program that is bringing new companies with new perspectives into the SIIA.”

About The Software & Information Industry Association

The Software & Information Industry Association 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 to more than 800 leading software and information companies. For further information, visit www.sii.net



About Newstex

Newstex offers *Content On Demand* and *Blogs On Demand*, including tailored, real-time news and commentary from thousands of branded newswires, newspapers, magazines, financial and business sources, official government feeds and blogs. Newstex collects full-text digital news and commentary feeds, standardizes the content format, adds stock ticker symbols, indexes stories using PeopleTickering and topical categories, and instantly delivers the result via easy-to-integrate XML or RSS newsfeeds. Newstex was selected for the 2006 *EContent* 100 list of companies that matter most in the digital content industry and Newstex was voted top new IT enterprise in *Information Today's* 2006 People's Choice Awards. For more information, please visit the Newstex site www.newstex.com and the Newstex blog <http://newstex.typepad.com/>

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