

Media Release

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CODiE Award Winners Announced: Nation's Best Software, Digital Content and Education Products Receive Highest Honor

Winners Include More Than 70 Products and Several Organizations that Made an Outstanding Impact During the Past Year

WASHINGTON, DC (May 5, 2009) – The Software & Information Industry Association (SIIA) today announced the winners of its 24th Annual CODiE Awards – the only peer-reviewed awards within the software and content industries. SIIA and industry partners recognized more than 70 winning products, including Best Online News Site, Best Education Game or Simulation, Best Mobile Solution, Best Social Networking Solution and Best Blog. Several CODiE awards were also given to organizations and companies that demonstrated extraordinary innovation and leadership in 2008.

This year, more than 850 CODiE nominations were submitted by 600 companies. A panel of expert judges narrowed the field to 345 finalists, from which the 2009 CODiE winners were chosen. The awards were presented on the evening of May 5th, during a gala celebration at the Palace Hotel in San Francisco.

“Now, more than ever, information technology is playing a vital role in fostering American innovation and providing a powerful economic engine,” said SIIA President Ken Wasch. “We should not only congratulate these winners, but we should keep a close eye on them. These are the products and businesses that will help ensure our country maintains its leadership in the global information economy.”

A complete list of winners is available at www.siaa.net/codies/2009/

Organizational Award Winners:

The Corporate Achievement Award, which recognizes the one company that excelled in supporting the growth of the industry overall went to Rosetta Stone.

Innovation in Public Service Award, which recognizes the exemplary use of information technology in public service initiatives, went to the Internal Revenue Service's Free File Program

– a unique public-private partnership providing free online tax filing for every American and free online preparation and e-filing for taxpayers making \$56,000 or less.

Industry Newcomer Awards, which recognize the industry’s young companies that are having the biggest impact, went to:

Content Newcomer of the Year: Appirio

Education Newcomer of the Year: uBoost

Software Newcomer of the Year: Collaborative Software Initiative

Winners in several select product categories included:

Digital Content Category:

Best Online Consumer Information Service: Travelmuse.com, TravelMuse

Best Online News Service: CisionPoint, Cision

Best Corporate Blog: Mark Logic CEO Blog, Mark Logic Corporation

Best Medical and Health Information Product: Pediatric Care Online, American Academy of Pediatrics

Software Category:

Best eCommerce Solution: Billeo, Billeo

Best Mobile Solution: Studywiz Spark Mobile, Etech Group, North America

Best Social Networking Solution: ELAvate, Neighborhood America, Inc.

Best Multi-Media Solution: Adobe Acrobat 9 Pro Extended, Adobe Systems, Inc.

Best Business Software Solution: Salesforce CRM, Salesforce.com

Best Content Management Solution: Clickability.com, Clickability

Education Category:

Best Education Game or Simulation: Learning Enhancement Corporation, BrainWare Safari

Best Educational Use of a Technology Device: Pearson, DRA2 Handheld -Tango Software Edition

Best Virtual School Solution: Florida Virtual School, ww.flvs.net

CODiE Award finalists were given the opportunity to present their products during the CODiE Finalist Showcase at SIIA’s 2009 NetGain Conference and Software Summit in San Francisco. The Showcase was attended by hundreds people involved in the technology industry and provided a unique way for some of the best software, education and digital content companies and products to gain deserved visibility.

Also according to Wasch, “The CODiE Awards are so highly regarded in our industry because they are chosen the people who actually work in the industry. Several rounds of voting – including a final round for some categories that took place just yesterday after finalists had a

chance to display their products – ensure that the winners truly represent the best-of-the-best.”

To speak with SIIA President Ken Wasch about the 2009 CODiE winners and their impact on industry, or to learn more about the overall CODiE Awards in general, please contact Beth Dozier at (202) 429-1833 or bethdozier@rationalpr.com.

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. For further information, visit www.sii.net. For CODiE Awards specific information, visit <http://www.sii.net/codies/2009/>.

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