



Second Annual SIIA Previews to Showcase Innovative Early Stage Content Technology Companies

Newstex President Larry Schwartz serves as Chairman of the Previews event for the second year

GUILFORD, CT, January 9, 2008 – Newstex, www.newstex.com the *Content On Demand*TM company today announced that Newstex President Larry Schwartz is serving as Chairman of the second annual Software & Information Industry Association (SIIA) Previews event on January 29, 2008. Schwartz was Chairman of the inaugural SIIA Previews in 2007, which proved an exciting and innovative forum 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. Successful companies from the Previews class of 2007 include Pando, Generate, and Attributor. The lineup of companies presenting at this year's event is even more exciting and includes ArchieMD, Inc.; Courtroom Connect; ExpoTV; FeeDisclosure.com; Health Monitoring Systems Inc.; Keibi Technologies; Lingospot, Inc.; Linkstorm; TutorVista.com; and Vator.tv.

SIIA Previews, an annual prequel to the popular SIIA Information Industry Summit, will be held on Tuesday, January 29, from 12:30PM - 6:30PM at the auditorium of PricewaterhouseCoopers LLP, 300 Madison Avenue, Auditorium, New York, NY 10017. Last year's event sold out, and participants must register in advance at the SIIA Previews <http://www.sii.net/iis/2008/previews.asp>

Featured highlights of the event include a keynote address by Kevin Ryan, Co-Chairman & Co-Founder, Alley Corp. Ryan was a co-founder and former CEO of DoubleClick.

“SIIA Previews brings the next wave of innovative firms together with potential customers, partners, and more established companies in a collaborative setting,” said Larry Schwartz, Newstex President and the Chairman of SIIA Previews. “It is a great way for exciting new companies to get exposure at the highest levels within the SIIA. This year, many of the innovative companies selected are part of the Web 2.0 video wave. We're eager to learn what's going on in this hot market.”

Presentations by the CEOs of early-stage content and content-technology companies will include:

- **ArchieMD, Inc.** embraces the public demand to better understand health. As a physician led education company, ArchieMD has developed the most extensive scientifically credible library of health and science imagery in the world. Presentation by Robert Levine, President



- **Courtroom Connect** is leveraging the “rich media” revolution to establish itself as a major power in the multi-billion dollar legal and regulatory marketplace—providing digital video coverage of major trials, depositions, orals, and administrative hearings, and establishing video databanks for on demand retrieval. Presentation by Michael Breyer, President
- **ExpoTV** has built the largest platform for authentic, user-generated video product reviews. The library holds 150,000 videos uploaded by unbiased consumers reviewing products in 17 categories from autos to parenting gear to electronics. Presentation by Daphne Kwon, CEO
- **FeeDisclosure.com** is the premier real estate disclosure company that empowers consumers with comprehensive information to make smart real estate decisions and reduce their real estate and mortgage transaction costs. Presentation by Mike Kratzer, President
- **Health Monitoring Systems Inc.** maintains online networks to collect real-time data from hospitals and other healthcare providers, and then offers analytics of the aggregated information to detect, pinpoint and understand current and emerging health and safety issues, including early warnings of bioterrorism, disease outbreaks, patterns of criminal activity and more. Presentation by Kevin Hutchison, President & CEO
- **Keibi Technologies** helps the growing number of companies leveraging user generated content (UGC)—social networks, content publishers, and advertisers—to protect their brands and improve the advertising revenue associated with this fast-growing medium. Presentation by Paul Remer, CEO
- **Lingspot, Inc.** is a search and content aggregation service that enables publishers to dynamically cross-link their content and increase their readers’ engagement with no extra effort other than the words they put on their pages. Presentation by Nikos Iatropoulos, CEO
- **Linkstorm** is an advertising technology company that is pioneering a new approach based the premise that advertising will perform better for the advertiser if it is more useful to the customer. Presentation by David Sidman, CEO
- **TutorVista.com** has an up-and-coming content creation group producing top quality eLearning courseware, simulations, animations and paper-based curriculum. Presentation by John Stuppy, President
- **Vator.tv** is a professional network and marketplace for ideas and businesses. Anyone, across all industries, at any stage, can share ideas, products, services and businesses with the rest of the world, mainly through video. Presentation by Bambi Francisco, CEO, founder

“With Larry’s help, the Previews program grew significantly since last year with three times the number of entries,” said Ed Keating, Vice President of the Content Division of The Software & Information Industry Association. “We are looking forward to a great event that will introduce new companies, and highlight the success stories from last year’s presenters.”



For more information on the Previews event and the companies that are presenting, please visit <http://www.siaa.net/iis/2008/previews.asp>

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 550 leading software and information companies. For further information, visit www.siaa.net

About Newstex

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