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Contact: Gretchen Hydo
Chatterbox PR Ink
Los Angeles, California
Tel: (818) 203-6060
Email: Gretchen@Chatterboxprink.com

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David Siegel, Author of *Pull* Set to Keynote SemTech 2010
Best-selling author of Creating Killer Websites will speak about the business shift behind the Semantic Web.

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Los Angeles, CA (June 7, 2010) - David Siegel, consultant, entrepreneur, and best-selling author, will keynote this year's Semantic Technology Conference in San Francisco (June 21-25, 2010). Siegel's latest book, *Pull: The Power of the Semantic Web to Transform Your Business* has received praise across the semantic web community and will be the focus of a business session led by Siegel at the conference. Siegel will also moderate a discussion for prominent technology company, Atigeo.

Siegel is the first author to articulate the capabilities and potential of the semantic web for business people. "Customers want to pull information, products, and services to them," Siegel says. "They want to be much more in control than they are today. When companies start collaborating, customers win. That collaboration is what will bring semantics onto the web, rather than in semantic silos that have no leverage. If we're going to accelerate the semantic web, we'll need to make it more useful to more people, and that opportunity is here now in the shift from pushing to pulling." By looking at the business landscape from a pull perspective, Siegel will show conference goers how everyone can win. Siegel's action-packed session will take place on Thursday, June 24th from 8:30-9:15 AM and will be full of examples and new videos based on his book, *Pull*.

In addition to keynoting SemTech 2010, Siegel is moderating a panel at the conference hosted by Atigeo entitled, "Personal Data Locker." Industry leaders and technology pioneers will come together to discuss how the personal data locker will hold user's dynamic personas and enable applications, leveraging a rich understanding of the relationships between different themes and concepts to access, manage, and act on the items in the locker to present relevant content and services. Additionally, the panel will address user privacy and control issues and opportunities in regards to real time context such as role, intent, and location.

For more information about David Siegel or to purchase his books, visit www.thepowerofpull.com

To hear Siegel speak at SemTech 2010, register for the conference at
www.SemTech2010.com

To request press credentials, please
visit http://semtech2010.semanticuniverse.com/press.htm

About Siegel
Pull, Siegel's fourth book about the Web, is the culmination of ten years of research and hundreds of interviews. It contains Siegel's vision for the future and examines how the semantic web will change the rules completely, wiping out much of what we use today and replacing it with much more productive tools. The book highlights upcoming shifts in manufacturing, supply chain, retail, real estate, financial markets, healthcare, law, marketing, search, advertising, transportation, shipping, tax collection, and more.

In 1995 Siegel wrote his first best-selling book about the Internet titled, *Creating Killer Web Sites*, which remains Amazon.com's longest-running number-one bestseller. Siegel has also authored *Secrets of Successful Web Sites, Creating Killer Web Sites II*, *Futurize Your Enterprise*, and his newest book, *Pull*. Siegel has been lecturing and speaking about the Web since 1995, and about the semantic web since 1998. He has delivered over 100 speeches on the Internet and business. Since 2000, Siegel has been an active angel investor, advisor, and board member. He is chairman of LTR.com, based in New York City, and Primoris Brick and Paver company in Phnom Penh, Cambodia.

About SemTech
SemTech is the world's largest conference on semantic technologies. It is the only event focused on the commercialization of semantic technologies, bringing the most recognized names, knowledge, leadership, and innovation in the semantic community together at one location. SemTech is owned and operated by Semantic Universe--the semantic community's trusted information resource. For more information please visit SemanticUniverse.com, email info@semanticuniverse.com, or call (310) 337-2616.

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