



Press Release

For Immediate Release

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SXSW ANNOUNCES THE PLATINUM TRACK The Innovative Visions and Independent Voices of SXSWWeek

Austin, Texas – February 24, 2009 - The South By Southwest (SXSW) Conferences and Festivals, to be held in Austin, Texas from March 13 to March 22, are pleased to announce The Platinum Track, a special one-day program available to a limited number of Platinum registrants. Held from 11:00 a.m. to 6:00 p.m. on Tuesday, March 17, 2009 in the Hilton Austin - Downtown, the program will feature some of the most provocative individuals and ideas in music, film and interactive technology.

The Platinum Track will explore how consumer marketing thrives in a recession in “Punk Marketing in the Real World” with Richard Laermer, top-selling business author and punk marketing guru; discuss freedom of speech issues that affect global online content in “The Gatekeepers” with Nicole Wong, Google Deputy Counsel; look inside the intimate workings of how a film composer works with a film director for the first time in “A Work in Progress” with Oscar-winning songwriter Jorge Drexler and award-winning film director James Ivory; discover how NPR uses digital platforms and its unique relationship with its audience to promote music in “From Driveway Moments to Laptop Moments: How NPR became the place to discover new music” and provide a glimpse of the future role media will play in citizen democracy in the Obama era in “The Future Role of Media in Citizen Democracy” with Chris R. Hughes, Facebook co-founder and Director of On-Line Organizing for the Obama presidential campaign and Jesse Benton, Political Director for Congressman Ron Paul. Congressman Dennis Kucinich will make a special video appearance.

Reflecting a kind of ‘peak experience’ of a Platinum badge holder during SXSW, participants will often find themselves traveling across the arbitrary boundaries between the three festivals to find creative insight and inspiration.

Full panel descriptions can be found at www.sxsw.com/platinumtrack.

SXSW is sponsored by Miller Lite, Fuze Beverage, Sonicbids, Microsoft Silverlight, ZonePerfect, Independent Film Channel, MLB Authentic Collection, Pepsi and The Austin Chronicle.

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