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**SXSW 2008 ECONOMIC IMPACT REPORT RELEASED;
SXSW ON TRACK FOR MARCH 2009**



South by Southwest—the Austin-based conference and festival planning company—is proud to share the results of the economic impact report prepared by AngelouEconomics. This analysis of its 2008 event and operations measures a direct and indirect economic impact of approximately \$103 into the Austin economy—an 8% increase over the \$95 million impact tallied in 2007.

The full report is available from AngelouEconomics (512-225-9322).

Looking ahead to its upcoming 2009 event (March 13-22, 2009) SXSW remains cautiously optimistic that it will continue with its pattern of annual growth despite the current harsh economic climate.

Mike Shea with SXSW said, “our pre-registration numbers to date are very similar to last year and the Interactive conference is up by a healthy percentage. Hotel reservations are ahead of our 2007 pace as well.” Continued Shea, “We’ve tweaked our conference and trade show schedule – the ScreenBurn video gaming arcade is expanded to three days and the FlatStock poster show to four days. And we’ve added a hybrid event called South Buy Sell Trade—a cross-breeding of the Texas Guitar Show with the Austin Record Convention—that will put a smile on any music lover’s face.”

In December SXSW announced that music industry legend Quincy Jones would be the keynote speaker for SXSW Music 2009.

For nine days each March Austin becomes a global mecca for forward-thinking professionals from the fields of music, film, and interactive media. This intellectual and creative cross-pollination has become integral to the event and its growth in these increasingly web-centric times.

For more information: www.sxsw.com. SXSW: 512-467-7979.