

Press Release

For Immediate Release

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SXSW Music Announces Keynote Speaker and Featured Speakers

Austin, Texas - December 20, 2007 - The South By Southwest (SXSW) Music Conference and Film Festival are pleased to announce that Lou Reed will be the keynote speaker for 2008. Reed's keynote will be held in conjunction with a screening of Julian Schnabel's film "Lou Reed's 'Berlin,'" which documents a recent performance of the landmark 1973 album. Reed's groundbreaking work with the Velvet Underground and subsequent solo work reverberate through the music world to this day. His music continues to explore themes and sounds in a singular style, staking new territory for rock and roll. Reed will speak at the Austin Convention Center on Thursday, March 13 as the kickoff of the twenty-second annual SXSW. SXSW Music Conference events take place March 12 - 16, 2008.

In addition to Lou Reed's keynote, the SXSW Music Conference presents interviews with a number of featured speakers.

Daryl Hall will appear as a featured speaker, as well as perform a SXSW showcase. Daryl Hall is best known for penning such classic hits as "Sara Smile," "Rich Girl," and "I Can't Go For That (No Can Do)." In addition to Hall and Oates, Daryl has enjoyed a prolific solo career both as a songwriter ("Every Time You Go Away"- Paul Young's #1 hit) and as an artist. He has released a total of 4 solo albums including: "Sacred Songs," "Three Hearts in the Happy Ending Machine," "Soul Alone," and "Can't Stop Dreaming." Daryl is currently in the studio writing and recording his 5th solo album.

Seymour Stein, President of Sire Records, returns to Austin as the subject of a SXSW Interview. Mr. Stein began his career as a clerk at Billboard, formed Sire Productions with Richard Gottelher in 1966, and first hit the charts with "Hocus Pocus" by Focus in 1973. A prime mover in introducing punk and new wave to new audiences, Stein brought notable artists to the spotlight, including The Ramones, Talking Heads, The Pretenders, Madonna, Depeche Mode and The Smiths. Stein continues to scout talent and nurture careers, as Sire's current roster includes SXSW veterans Tegan And Sara, Against Me!, Hot Hot Heat and Regina Spektor. Stein will be joined in conversation by David Katznelson.

Steve Reich and Thurston Moore are confirmed for a SXSW Interview. Steve Reich has been called "...America's greatest living composer." (The Village Voice), "...the most original musical thinker of our time" (The New Yorker) and "...among the great composers of the century" (The New York Times). "There's just a handful of living composers who can legitimately claim to have altered the direction of musical history and Steve Reich is one of them," states The Guardian (London). His instantly recognizable musical language combines propulsive rhythms and seductive instrumental color. Reich will be joined in conversation by Thurston Moore. As a member of Sonic Youth, Moore has been altering the landscape of rock music for over twenty years. 2007 saw the release of "Trees Outside The Academy," Moore's second solo album. As proprietor of Ecstatic Peace records, Moore has championed experimental and underground music. Moore returns to SXSW to present a showcase of Ecstatic Peace bands and to talk with Steve Reich in a special SXSW Interview.

Ticketmaster is the world's largest ticketing company. CEO Sean Moriarty will sit down for a SXSW Interview in March. Ticketmaster has recently announced a number of initiatives which indicate the future of ticketing and marketing live events. Their online affiliates program and EventWidget make information readily available for dissemination, and share online revenues with bloggers and websites. Sean Moriarty is the President and Chief Executive Officer of Ticketmaster, the world's leading ticketing company. He is responsible for operational leadership of all aspects of Ticketmaster's worldwide business as well as global product and technology strategy and distribution channels across all business units. Moriarty will be joined in conversation by Wall Street Journal reporter Ethan Smith.

Louis Messina, legendary founder of PACE concerts, is one of the chief architects of the modern concert business. His role in transforming artist touring from its mom-and-pop origins into a billion dollar industry is undeniable. Messina brings audiences and artists together in unique venues and formats. The Messina Group (TMG) has been in operation since 2001. TMG has brought in more than \$200 million in concert grosses in the past four years promoting the tours of country heavy-hitters such as George Strait, Kenny Chesney, Tim McGraw, Alan Jackson and the Dixie Chicks, arena shows such as Metallica and Shania Twain, and over 100 club shows in Houston. Messina will be interviewed by Joe Nick Patoski, author of the forthcoming "Willie Nelson: An Epic Life."

The 2008 South By Southwest Music Conference gets underway on Wednesday, March 12 with a series of 'Music Biz 101' sessions designed to give an overview of topics essential to developing artists and music business

professionals. Make plans to attend the following sessions: 'Tour Smart (with Martin Atkins), 'Red Flags In Artist Contracts,' and 'Web-Based Promotion & Distribution.' In addition, five hour-long 'Crash Courses' will be offered on the following topics 'How To Use Social Networks,' 'Management,' 'Licensing and Royalty Income,' 'Press and Publicity' and 'Accounting Basics.'

The SXSW Music Conference will present four days of panel discussions, interviews, and workshop sessions covering a wide variety of topics, addressing the concerns and interests of musicians, executives and music lovers. From important economic information, and priceless stories from seasoned vets, to explorations of the future of recorded and live music, SXSW will present valuable talk for all attendees. Here's a number of confirmed topics: 'Through The Lens: Photographers on Musicians,' 'Brands, Bands & Fans,' 'The Blog Factor,' 'Rock Memoirs,' 'It's Not Easy Being Green,' '16 Magazine And The Birth Of Music Journalism,' 'Music Licensing For TV And Film In Europe' and 'How To Pitch Music Supervisors.'

The South By Southwest Music & Media Conference takes place March 12 - 16, 2008 at the Austin Convention Center in Austin, Texas. Lou Reed's keynote anchors four days of panels, interviews, workshops, peer meetings and the trade show exhibition. Daytime events flow into the world-renowned music festival, which showcases over 1500 acts on stages throughout downtown Austin.

For more information on SXSW or to register for the conference, please access the website at www.sxsw.com or e-mail sxsw@sxsw.com.

SXSW Music Conference and Festival is sponsored by Miller Lite, Independent Film Channel, Fuze Beverage, Sonicbids and the Austin Chronicle.

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