



*****FOR IMMEDIATE RELEASE*****

**Microsoft BizSpark Accelerator at
SXSW Interactive Announces Winners**

Festival inaugurates next wave of innovative technology leaders

March 16, 2009, Austin, TX - At the Microsoft BizSpark Accelerator at SXSW event, early stage technology companies demonstrated their creations for judging in front of a live audience. Sponsored by Microsoft BizSpark, Moontoast, Mosso, The Rackspace Cloud and Wilson Sonsini Goodrich & Rosati, more than 200 companies submitted to demo at SXSW and 20 were chosen as finalists in four different categories: online video-related technologies, online music-related technologies, social networking and innovative web applications.

The day-long event was held Monday, March 16, on the sixth floor of the Downtown Austin Hilton. Guy Kawasaki, noted industry luminary and managing director of Garage Technology Ventures, and Brad King, veteran technology journalist, co-emceed the showcase. Finalists in each of the four categories got a chance to demo their product or service to a panel of industry experts. The winners were revealed later that same evening.

"The number and quality of submissions we received for the inaugural Microsoft BizSpark Accelerator at SXSW was certainly an indicator of the need for an event supporting tech startups vying for their big break, especially when times are tight," explained Microsoft BizSpark Accelerator at SXSW Coordinator, Chris Valentine. "We're confident that we've chosen a strong group of winners, and look forward to giving them an opportunity to succeed in front of industry influencers, potential partners and investors."

The winners of Microsoft BizSpark Accelerator at SXSW were:

For Online Music-Related Technology:

Popcuts, Inc. - www.popcuts.com - Berkeley, CA

For Online Video-Related Technology:

TubeMogul - www.tubemogul.com - Emeryville, CA

For Social Networking Applications:

Weardrobe - www.weardrobe.com - Palo Alto, CA



For Innovative Web Technology:

Ribbit - www.ribbit.com - Mountain View, CA

About SXSW Interactive Festival

Scheduled March 13-17 in Austin, Texas, the 2009 SXSW Interactive Festival provides practical how-to information as well as unparalleled career inspiration, bringing together some of emerging technology's most creative thinkers. The event features five days of keynote sessions, more than 200 panels, the SXSW Web Awards, the Interactive and Film Trade Show & Exhibition, the ScreenBurn Arcade, the Microsoft BizSpark Accelerator at SXSW, and dozens of exciting evening events. Attracting digital creatives as well as visionary technology entrepreneurs, the event celebrates the best minds and the brightest personalities of emerging technology. For more information on SXSW Interactive, visit sxsw.com/interactive.

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