



2010 ScreenBurn at SXSW Game Design Competition Winners Announced Two aspiring game designers take home first prize

AUSTIN, Texas, March 16 - ScreenBurn at SXSW has announced winners for its second annual Game Design Competition. Encompassing two categories, Casual and AAA gaming, the competition allows talented game design hopefuls a chance to pitch their concept to a jury of established professionals. A grand prize winner for each category was decided by live jury vote and audience feedback. In addition to being interviewed by attending press, winners will be featured, Monday, March 15 at Studio SX, SXSW's onsite interview studio, in a conversation with a video game industry professional.

"ScreenBurn at SXSW has seen exciting growth over the last few years and we were amazed by the highly innovative designers from all over the world that submitted entries for the Game Design Competition," explained Lindsay Muse, of ScreenBurn at SXSW. "We would like to applaud the winners and are thrilled to see what the future holds for these individuals."

2010 ScreenBurn at SXSW Casual Game Design Competition Winner:
Escape From Planet Zero: Lance Myers

2010 ScreenBurn at SXSW AAA Game Design Competition Winner:
Shadow Wars: Patrick Cunningham

About SXSW Interactive Festival

The 17th annual SXSW Interactive festival will take place March 12-16, 2010 in Austin, Texas. An incubator of cutting-edge technologies, the event features five days of compelling presentations from the brightest minds in emerging technology, scores of exciting networking events hosted by industry leaders and an unbeatable line up of special programs showcasing the best new websites, video games and startup ideas the community has to offer. From hands-on training to big-picture analysis of the future, SXSW Interactive has become the place to experience a preview of what is unfolding in the world of technology. Join us March 2010 for the panels, the parties, the 13th Annual Web Awards, the ScreenBurn at SXSW Arcade, the Film and Interactive Trade Show and Exhibition, Microsoft BizSpark Accelerator at SXSW and, of course, the inspirational experience that only SXSW can deliver. For links to photos, videos, and coverage from last year, please visit: <http://www.sxsw.com/press>

About ScreenBurn at SXSW

ScreenBurn at SXSW is the video game element of the South by Southwest (SXSW) Interactive festival that merges the new media, music, film and video game industries all in one place. ScreenBurn connects independent developers, publishers, consumers, digital media professionals, and internet trend-setters and taste-makers from all around the world who attend SXSW. The event features the ScreenBurn Arcade, ScreenBurn panel programming and ScreenBurn evening networking events. We strive to inspire the most creative minds in the video game industry while building imperative business-to-business relationships between SXSW Interactive, Gold and Platinum conference registrants. For more information on ScreenBurn at SXSW, see <http://sxsw.com/interactive/screenburn>.

About 2010 Festival Sponsors

SXSW Interactive Festival is sponsored by Miller Lite, Microsoft Silverlight, Chevrolet, ZonePerfect Nutrition Bars, AOL, IFC, Monster Energy, Pepsi, SoBe and The Austin Chronicle.

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