

## South by Southwest (SXSW) Music Conference & Festival - Global Hotspot Revealed

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Austin, Texas — March 2, 2010 — A blast of energy and inspiration is about to be unleashed on a troubled global music industry as artists and professionals gather in Austin, Texas to discuss the past, present and future of their trade while experiencing performances from over 1900 musical acts from around the world.

For 2010, SXSW is presenting one of its strongest panel line-ups and music festival line-ups to date, as well as unprecedented networking opportunities for participants. Future friends, acquaintances, and business associates will be attending SXSW for the purpose of developing their careers. Meeting the people now that can help in the future is an integral part of making the trip to Austin, Texas, Wednesday, March 17 through Sunday, March 21, 2010.

The 2010 SXSW Music Conference held at the Austin Convention Center will feature over 160 conference events and over 500 confirmed speakers. The daytime program of innovative, informative and entertaining presentations is a core component of the event which covers business and creative issues in music. Highlights will include: Smokey Robinson's Keynote Interview on Thursday, March 18 at 10:30 a.m.; SXSW Interviews on Wednesday, March 17 featuring Cheap Trick and Lemmy Kilmeister of Motorhead; and on Saturday, March 21 with cult band Death. This year's panels include: 'Nerdcore 101' with MC Frontalot; 'Latin Music On The Global Stage' with Gustavo Santolalla; 'Performing Arts: New Frontier for Live Acts?' with DJ Spooky (Paul Miller); 'Case Study: "New Moon"' with Anya Marina; 'Music and the Revolution' with Wayne Kramer and Country Joe McDonald ; 'Miles Davis - Bitches Brew 40th Anniversary Tribute' with Lenny White; 'Meet the New Soul - Same as the Old Soul?' with Al Kooper; 'Elvis at 75' with Raul Malo and James Burton; 'I Never Travel Far Without a Little Big Star' with Jody Stephens and Andy Hummel (Big Star); and 'The Cultural Significance of Direct-to-Fan Marketing' with John Doe. In addition, seven hour-long 'Quickies Sessions' will be offered on a different aspect of the music business including 'Branding, Marketing and Publicity,' 'Publishers and Performance Rights Organizations,' 'Music Supervisors,' 'Managers,' 'Artists,' 'In The Studio," and 'Live Show." Rounding out the conference are Demo Listening sessions that offer registrants a chance to see how music is reviewed and reacted to by representatives from labels, venues, radio and the press; and the Mentor Program that offers registrants ten minute meetings with panelists and industry pros. For a complete list of panel topics, descriptions and speakers, access the SXSW website at <http://sxsw.com/music/talks>

The SXSW Trade Show Exhibition, also in the convention center will host an array of events and exhibitors. The three day music trade show which will be held from Wednesday, March 17 - Friday, March 19 offers a unique opportunity for the showcasing bands and thousands of other industry professionals to meet in one-on-one scenarios and exchange information. Participating organizations from around the world including Australia, Brazil, Canada, Finland, France, Germany, Ireland, Japan, New Zealand, Singapore, The Netherlands, UK - England, UK- Scotland, and

from every corner of the United States will be on hand to aid in broadening careers for both American and international bands and companies. International Speed Dating Sessions provide an opportunity to meet delegates from around the world with up to 9 different sessions, each belonging to one country or pairing of countries with 10 delegates for each session. The Indie Village makes it possible for you to network, meet with and learn about 35 of the nation's finest Indie Labels. A complete list of Exhibition participants with full web pages and direct links to each company is available at [http://sxsw.com/music/trade\\_show](http://sxsw.com/music/trade_show).

Also taking place in the convention center is StudioSX, The Day Stage Cafe, Gear Alley Expo and Performance Stage, and the South By Bookstore. The newest and one of the most exciting attractions this year is Gear Alley Expo and Performance Stage where showcasing artists and registrants will have the opportunity to check out the newest gear from the world's top manufacturers. In addition, the performance stage will offer the chance to really test out the equipment on a fully rigged stage. StudioSX, presented by Examiner.com, is where high profile music industry professionals will be interviewed in front of an audience. The Music Day Stage Café presented by SESAC is a favorite place to enjoy performances from showcasing artists, grab a drink and relax. This year, SXSW has partnered with 7 of the most innovative radio stations including KCRW, KEXP, KUT, KXT, WXPB, The Current and Mexico City's Reactor who played a major role in programming the music for the stage. The cafe is open Wednesday through Saturday from 9:30 a.m. to 6:00 p.m. with performances from 12:00 p.m. to 6:00 p.m. The South by Bookstore will feature notable SXSW registrants selling and signing books as well as CDs and DVDs of favorite SXSW participants. During the day, the Austin Convention Center is the centerpiece for networking and business activities for anyone working in the music industry.

Two additional attractions for all performing bands are the Showcasing Artist Lounge and the Artist Village. The Showcasing Artist Lounge presented by LP33.tv is a great place in the convention center for conversation, a beverage or snack, massages, access to computers and Wi-Fi, and an outdoor balcony. The other perk for showcasing artists is The Artist Village. After loading in at their showcase, the bands make a short drive to cheap parking and a tented area in Waterloo Park to enjoy free food, drinks, massages, haircuts and games from 4:00 - 8:00 p.m. with a short walk to 6th Street.

SXSW Music 2010 major sponsors provide critical support for the event and include Miller Lite, Sonicbids, Chevrolet, ZonePerfect Nutrition Bars, AOL, IFC, Monster Energy, Pepsi, Mountain Dew and founding sponsor the Austin Chronicle. Local electronic media sponsors include KLBJ-FM, 93.3 KGSR, 101X and 107.1 La Z.

The top attraction though is the music in such abundance that one can't help but be knocked out of their comfort zone and exposed to something completely different. The SXSW Music Festival, which spans five nights, will present 1900 musical acts on 89 stages in venues ranging from the most intimate clubs to the outdoor stage

located at Auditorium Shores on scenic downtown Lady Bird Lake. The music starts on Wednesday, March 17 and runs through Sunday, March 21. A very small sampling of bands includes Andy Clockwise (Los Angeles, CA), Anita Tijoux (Santiago, CHILE), Bear In Heaven (Brooklyn, NY), Cassette Kids (Darlinghurst, AUSTRALIA), Chew Lips (London UK-ENGLAND), Crystal Fighters (London UK-ENGLAND), Cymbals Eat Guitars (New York, NY), Division Minuscula (Monterrey, MEXICO), Fanfarlo (London UK-ENGLAND), Harlem (Austin TX), Hauschka (Dusseldorf, GERMANY), Invincible (Detroit, MI), The Invisible (San Antonio, TX), Los Odio (Mexico City, MEXICO), Marina & The Diamonds (London UK-ENGLAND), Pets With Pets (Brunswick, AUSTRALIA), Seabear (Reykjavik, ICELAND), Surfer Blood (West Palm Beach, FL), The Temper Trap (Melbourne, AUSTRALIA), The Veils (Bath, UK-ENGLAND), The Very Best (New York, NY), VV Brown (London UK-ENGLAND), and Woven Bones (Austin TX).

The outdoor shows, at the Auditorium Shores Stage on Lady Bird Lake, are free to the public and take place for three days, Thursday, March 18 through Saturday, March 20. Thursday's show starts at 6:00 p.m. and includes Bajofondo and Ozomatli; Friday's line-up also starting at 6:00 p.m. will be Cracker, BoDeans and Cheap Trick; Saturday's show, will feature a full day starting at 1:00 and includes Walter T & the Rated G's, Daddy A Go-Go, Kimya Dawson, Dawes, Deer Tick, Lucero, Justin Townes Earle and She & Him. Media sponsors for the outdoor stage are KVUE, 93.3 KGSR, 101X and 107.1 La Z. The Auditorium Shores Stage concerts are sponsored by Cirrus Logic, Fuddruckers and the Texas Lottery.

The ending celebration of the SXSW Music Festival is the Twenty-eighth Annual Austin Music Awards at the Austin Music Hall on Saturday, March 20 at 7:55 p.m. sharp. The evening includes a special performance by Geoff Muldaur & the Texas Sheiks with Jim Kweskin, Bruce Hughes, Cindy Cashdollar, Floyd Domino, and Suzy Thompson in honor of Stephen Bruton; the return of 80s New Wave veterans The Explosives (Freddie Krc, Cam King, Waller Collie) with guests Peter Lewis of Moby Grape and Stu Cook of Creedence Clearwater Revival; Grammy-award nominated Sarah Jarosz; and a late night jam hosted by Black Joe Lewis & the Honeybears. Guest presenters include Chris Frantz and Tina Weymouth of Talking Heads, and the Mavericks' Raul Malo. Registration badges and wristbands for SXSW include admission to the Austin Music Awards. The Music Awards are presented by The Austin Chronicle and SXSW and co-sponsored by 93.3 KGSR.

SXSW has two new iPhone apps for the 2010 event. Designed and developed by Mark Woollen & Associates ([markwoollen.com](http://markwoollen.com)) and brought to you by PepsiCo ([PepsiCo.com](http://PepsiCo.com)), SXSW Play is the official new media discovery app of SXSW 2010 and includes a wealth of rich music, film and interactive media. The second iPhone app is my.SXSW, the official social networking and scheduling app for SXSW 2010. Based on The Social Collective's ([thesocialcollective.com](http://thesocialcollective.com)) new version of my.SXSW and powered by DUB ([poweredbydub.com](http://poweredbydub.com)), the my.SXSW app allows you to view/build your schedule, map conference and festival events each hour, exchange contact info

with people you meet, view news, and search attendees, events, and venues all from your iPhone. Both apps are now available in the iTunes store.

SXSW is working with several sponsors to provide new technical integrations to enhance attendee experience during the event. The SXSW 2010 SHOUTcast Radio station features streaming music by SXSW 2010 Music Festival Showcasing Artists. MapQuest maps are embedded throughout SXSW.com, the SXSW iPhone apps and will be available in several locations onsite in Austin. The online maps are now dynamic, sortable, and use the latest in MapQuest's decluttering. You can now filter our maps by conference, category, date, even genre. PepsiCo is bringing back it's PepsiCo Zeitgeist application to bring SXSW buzz on Twitter to users in real-time.

Music collectors will find all kinds of sweet deals under one roof with The Collectors Exhibition featuring The Flatstock Poster Show, The Austin Record Convention and the Texas Guitar Show in the Austin Convention Center (ACC) Level 1. The Flatstock Concert Poster Exhibition and Collectors Show presented by SXSW and the American Poster Institute (API) takes place Thursday, March 18 from 1:00 p.m. - 6:00 p.m. and Friday and Saturday, March 19 - 20 from 10:00 a.m. - 6:00 p.m. Over 100 poster artists representing decades of styles, colors and techniques will be selling and displaying their posters. Running concurrently is the Austin Record Convention and Texas Guitar Show on Friday and Saturday, March 19 and 20. The largest show of its kind and more than 30 years strong, the Austin Record Convention brings together dealers and buyers from around the world. With titles from as far back as the 1930's, you'll find countless 78s, 45s, LPs, CDs, cassettes, 8-tracks, posters and collectibles. Also garnering 30 years of respect and success, the Texas Guitar Show is a true buy-sell-trade event. Bring your musical instruments to sell, trade, or have appraised. Buyers will find everything from guitars, amps, banjos, mandolins, effects, memorabilia, sound gear, parts, drums, violins, books and accessories.

The 2010 SXSW Golf Tournament will take place at the Lions Municipal Golf Course on Wednesday, March 17 at 12:00 p.m. (Shotgun Start). The format will be Four-Person "Texas" Scramble. This year it benefits The Folk Alliance. Sponsored by ASCAP & SXSW. For more information, please call 901/522-1170 or email [fa@folk.org](mailto:fa@folk.org).

The annual SXSW Barbecue & Softball Tournament gets underway Sunday, March 21, at Monroe "Lefty" Krieg Fields. Player warm-up begins at noon, with the first game starting at 1:00 pm sharp. For those who prefer to socialize rather than exercise, there's authentic Texas Barbecue with all the trimmings prepared by Ruby's Barbecue (with all natural, free-range beef). Vegetarians need not despair though, Ruby's does vegetarian options, also. It's a great opportunity for that last meet up while being thoroughly entertained by the antics on the playing field. This event is for SXSW Music and Platinum registrants only and is the perfect setting for that final one-on-one conversation.

SXSW Music Conference is co-sponsored by a network of 44 regional arts and entertainment magazines from across the United States and Canada. SXSW 2010 welcomes Baltimore Citypaper (Baltimore, MD), Black & White (Birmingham, AL), Boise Weekly (Boise, ID), The Boston Phoenix (Boston, MA), Boston's Weekly Dig (Boston, MA), City Pages (Minneapolis, MN), Cleveland Scene (Cleveland, OH), Creative Loafing (Tampa FL), Creative Loafing (Atlanta, GA), Dallas Observer (Dallas, TX), Denver Westword (Denver, CO), Flagpole Magazine (Athens, GA), Ft. Worth Weekly (Fort Worth, TX), The Georgia Straight (Vancouver, BC) Houston Press (Houston, TX), Inland Empire Weekly (Corona, CA), The Independent Weekly (Durham, NC), LA Weekly (Los Angeles, CA), Las Vegas City Life, (Las Vegas, NV), Leo Weekly (Louisville, KY), Memphis Flyer (Memphis, TN), Metro Times Detroit (Detroit, MI), Miami New Times (Miami, FL), Nashville Scene (Nashville, TN), New Times Broward Palm Beach (Ft Lauderdale, FL), Nightflying (Little Rock, AR), NOW Magazine (Toronto, ON), OC Weekly (Santa Ana, CA), OffBeat Magazine (New Orleans, LA), Philadelphia Weekly (Philadelphia, Phoenix New Times (Phoenix, AZ), The Pitch (Kansas City, MO), Portland Mercury (Portland, OR), The Reader (Omaha, NE), Riverfront Times (St. Louis, MO), Salt Lake City Weekly (Salt Lake City, UT), San Diego CityBeat (San Diego, CA), Seattle Weekly (Seattle, WA), SF Weekly (San Francisco, CA), Tucson Weekly (Tucson, AZ), Urban Tulsa Weekly (Tulsa, OK), Village Voice (New York, NY), Weekly Alibi (Albuquerque, NM), Weekly Volcano (Lakewood, WA). SXSW co-sponsors provide support for promotional activities and musical events in connection with the conference.

For more information, access our website at <http://sxsw.com/music> or email us at [sxsw@sxsw.com](mailto:sxsw@sxsw.com).

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