

Press Release
For Immediate Release

SXSW Music Announces Partial Band List, Panelists and Day Stage News

Austin, Texas - February 2, 2010 - The South by Southwest (SXSW) Music Conference and Festival, scheduled to take place March 17 - 21, 2010 in Austin, Texas, is pleased to announce a few of the bands scheduled to perform, artists that are participating on panels and exciting changes at the SXSW Day Stage.

This year's SXSW Music Conference will feature some notable artists that will be speaking on panels taking place in the Austin Convention Center. Judy Collins shares her thoughts on "Where Goes English Folk Music?," John Doe joins Ian Rogers' panel "The Cultural Significance of Direct-to-Fan Marketing," DJ Spooky encourages the spread of music into established cultural institutions in "Performing Arts: New Frontier for Live Acts," Melissa Auf Der Mar exhibits her photographic side on "Image Makers Of Rock and Soul," Suzanne Vega kicks MP3 butt on "Music Artists: Getting A Digital Ass-Kicking," Andrew WK dissects rock star myths on "What Becomes A Legend Most," Chris Walla highlights his studio work on "Producers Adapt & Survive," Chris Frantz and Tina Weymouth recall early gigs on "CBGBs Stories," and Anya Marina talks soundtracks on "Case Study: New Moon." Join these artists and over 350 other speakers for an enlightening look at the past, present and future of the music industry.

The SXSW Day Stage also in the Austin Convention Center, presented by SESAC, will be partnering with six great radio stations from around the country who will present Day Stage performances on their airwaves. These are KCRW, KEXP, WXPB, The Current, KUT, and Mexico City's Reactor. Each station will present a three hour block of music. Highlighting KCRW's block on Saturday March 20 will be Rogue Wave, Middle East and Lissie. More artists will be announced soon. SXSW Day Stage performances take place in Ballroom D from 12:00 p.m. - 6:00 p.m on Wednesday, Thursday and Friday, and 12:00 p.m. - 3:00 p.m. on Saturday.

And now for the bands, a few highlights selected out of over 10,000 music applications include:

!!! (Brooklyn, NY), Amaral (Madrid, SPAIN), Anita Tijoux (Santiago,

CHILE), Apoptygma Berzerk (Oslo, NORWAY), Athlete (London, ENGLAND), Bajofondo (Buenos Aires, ARGENTINA), Balkan Beat Box (Tel Aviv, ISRAEL), Band of Skulls (London, ENGLAND), Bear In Heaven (Brooklyn, NY), Black Milk (Detroit, MI), Black Rebel Motorcycle Club (Los Angeles, CA), Bomba Estereo (Bogota, Colombia), Broken Social Scene (Toronto, CANADA), Chalie Boy (Hearne, TX), Chamillionaire & Paul Wall (Houston, TX), Cymbals Eat Guitars (New York, NY), Deer Tick (Providence, RI), Evan Dando (New York, NY), Frightened Rabbit (Selkirk, SCOTLAND), Fucked Up (Toronto, CANADA), Grant Hart (St. Paul, MN), Hauschka (Dusseldorf, GERMANY), Here We Go Magic (Brooklyn, NY), Hudson Mohawke (Glasgow, SCOTLAND), Invincible (Detroit, MI), jj (Gothenburg, SWEDEN), Killer Mike (Atlanta, GA), LA Riots (Los Angeles, CA), Les Savy Fav (Brooklyn, NY), Maldita Vecindad (Mexico City, MEXICO), Marina & The Diamonds (London, ENGLAND), Mayer Hawthorne & The County (Ann Arbor, MI), Midlake (Denton, TX), Miike Snow (Stockholm, SWEDEN), Mr Hudson (London, ENGLAND), Mundo Livre SA (Recife, BRAZIL), Murs (Los Angeles, CA), Natalia Lafourcade (Mexico City, MEXICO), Pretty Lights (Charlottesville, VA), Rye Rye (Baltimore, MD), Sharon Jones and the Dap-Kings (Brooklyn, NY), She & Him (Los Angeles, CA), Shwayze (Malibu, CA), Spoon (Austin, TX), Steve Aoki (Los Angeles, CA), Systema Solar (Taganga, COLOMBIA), Texas Tornados (San Antonio, TX), The Drums (Brooklyn, NY), The Middle East (Townsville, AUSTRALIA), The Soft Pack (San Diego, CA), The Very Best (New York, NY), The xx (London, ENGLAND), Trae (Houston, TX), VV Brown (London, ENGLAND), and Wolfgang Gartner (Austin, TX). This list is subject to change. This is only a portion of the bands that will be performing at the SXSW Music Festival.

The South By Southwest Music & Media Conference and Festival takes place at the Austin Convention Center and on over 80 stages throughout downtown Austin. The previously announced Smokey Robinson keynote will anchor four days of panels, interviews, workshops, peer meetings, a trade show exhibition and the world-renowned music festival.

For a full listing of events or to build a personalized schedule, go to <http://my.sxsw.com/events>. my.SXSW.com is the official social networking tool for SXSW Registrants and is powered by The Social Collective. Access my.SXSW from your iPhone with the official my.SXSW iPhone app powered by DUB and available now in the iTunes Store. To

register to attend this productive, educational, and overwhelmingly musical week, access the website at <http://sxsw.com> or email us at sxsw@sxsw.com.

SXSW is sponsored by Miller Lite, Sonicbids, Chevrolet, ZonePerfect Nutrition Bars, AOL, IFC, Monster Energy, Pepsi, Mountain Dew and the Austin Chronicle.

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