



FOR IMMEDIATE RELEASE

SXSW INTERACTIVE 2010 WEB AWARDS ANNOUNCES WINNERS

13th Annual SXSW event honors the best of the web

AUSTIN, Texas - March 17, 2010 - On March 14, 2010, the 13th annual SXSW Interactive Web Awards honored 20 categories of the top Web developers and designers chosen from hundreds of entries submitted from across the world. The SXSW Interactive Web Awards were presented by Adobe. Supporting sponsors were Convio and Akamai.

Doug Benson was the ringleader for the 13th Annual SXSW Web Awards Ceremony on Sunday evening in the Austin Grand ballroom at the Hilton Austin hotel. Benson is known for his many appearances on Comedy Central Presents, NBC's Last Comic Standing, VH-1's Best Week Ever, The Sarah Silverman Program, HBO's Curb Your Enthusiasm, and his own documentary Super High Me.

"As the Interactive festival sees exciting growth year after year, we are continually amazed by the highly innovative companies that submit entries for the Web Awards," said SXSW Web Awards Producer, Shawn O'Keefe. "We would like to applaud all the 2010 Web Awards winners and are thrilled to see what the future holds for each of these companies."

We are pleased to announce the 13th annual SXSW Web Awards winners below and on the SXSW website at sxsw.com/interactive/webawards/winners:

ACTIVISM

Green and Non-profit websites that are striving to make the world a better place.

Winner: [Waterlife](#)

AMUSEMENT

Humor, memes and all the stuff that is weird for the sake of weird.

Winner: [Atlas Obscura](#)

ART

From traditional photography to untraditional performances, this category focuses on web-based collections of life, society and culture.

Winner: [odosketch](#)

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BLOG

Sites that revolutionize the power of publishing by providing regularly updated content of a personal or professional nature.

Winner: [The Vile Plutocrat](#)

BUSINESS

Sites devoted to the promotional needs, functions and services of for-profit businesses.

Winner: [TheyMakeApps](#)

CSS

This category showcases sites that push the boundaries of CSS coding technology, bringing together top-notch design and content with standards compliant and accessible code.

Winner: [Legwork Studio](#)

CLASSIC

While the SXSW Web Awards focus on the best new internet destinations, this category is devoted to sites that launched before January 1, 2009.

Winner: [Mint.com](#)

COMMUNITY

Social networks and wikis that have quickly developed an extraordinarily active multi-user community and an exceptional following of users who assist with content development.

Winner: [Aardvark](#)

EDUCATIONAL RESOURCE

From elementary school learning to advanced technology-related tips, these are sites that help you learn.

Winner: [1066](#)

EXPERIMENTAL

These are cutting-edge and trend-setting destinations that are pushing the envelope and challenging our perceptions of the web.

Winner: [BooneOakley](#)

FILM / TV

Sites related to actors, television, films and the film industry, as well as destinations that offer streaming video content.

Winner: [Jim Carrey](#)

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GAMES

The online destinations that help make your life a lot more fun.

Winner: [Smokescreen](#)

MOBILE

Sites optimized for handheld and portable devices.

Winner: [Gowalla](#)

MOTION GRAPHICS

Animations, cartoons, and other intriguing content built using applications such as Adobe / Macromedia Flash.

Winner: [We Choose the Moon](#)

MUSIC

Sites related to musicians, bands, and the music industry, as well online radio and other destinations that offer streaming audio content.

Winner: [Echo & The Bunnymen](#)

PERSONAL PORTFOLIO

The portfolios, pet projects and personal collections of individuals who are displaying their work and passions online.

Winner: [Clouds 365 Project](#)

STUDENT

This category is devoted exclusively to the student web designers who are refreshing this industry with new talent and new ideas.

Winner: [D. I. E. - Der Interuniversale Erdball, Inc.](#)

TECHNICAL ACHIEVEMENT

These are the sites that are re-inventing and re-defining the technical parameters of our online experience.

Winner: [Wolfram Alpha](#)

PEOPLE'S CHOICE AWARD

The online public's favorite finalist site from the competition. Over 12,000 signed up to vote for this year's People's Choice Award.

Winner: [Cornify](#)

BEST OF SHOW AWARD

The judges' favorite finalist website from the competition.

Winner: [Wolfram Alpha](#)

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About SXSW Interactive Festival

The 17th annual SXSW Interactive festival takes 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 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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