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SXSW Accelerator Announces Winners for 2011 Competition

Festival presents advancements in news, web, social, entertainment and music-related technologies

March 17, 2011, Austin, TX –The SXSW Interactive Festival concluded this week by naming seven innovative start-up companies as winners of the SXSW Accelerator competition, presented by Microsoft BizSpark. Tech industry luminaries judged 40 finalists who presented in front of a live audience at the 2011 SXSW Interactive Festival. Of the 420 applications received, finalists were chosen across seven categories: Innovative Web Technologies, Social Media and Social Networking Technologies, Entertainment Technologies, News Related Technologies, Bootstrap Award-Interactive, Music-Related Technologies and Bootstrap Award-Music. Sponsored by Microsoft BizSpark, The John S. and James L. Knight Foundation, IBM, .CO, and Turner Broadcasting System, the event, in its third annual year, drew record attendance from a national community of venture capitalists, angel investors, and fellow entrepreneurs.

The three day-long event was held March 14-16th and featured a long list of industry titans and influencers who were tasked with identifying the next big thing out of SXSW. Tara Hunt, named one of the most influential women in technology in Fast Company Magazine, and Blair Garrou, co-founder of startup venture capital firm DFJ Mercury, simultaneously hosted the first day of the event. The second and third days of the event were emceed by veteran technology journalist Brad King, who has served as an emcee for the past two years and Mark Suster, partner at GRP Partners, as well as David Hyman, CEO and founder of MOG Inc. Finalists across categories had the chance to demo their product or service to a panel of industry experts. The winners in the Innovative Web Technologies, Social Media and Social Networking Technologies, Entertainment Technologies, News Related Technologies were revealed on the evening of the 15th. Finalists in the Music Related Technologies category presented on the 16th and the winner was revealed later that evening. Both the Interactive and Music portions of the competition presented a Bootstrap Award to the company that has done the most with the fewest resources.

"This year's competition attracted a large number of strong presenters across categories," said SXSW Accelerator Coordinator, Chris Valentine. "The Accelerator community of industry influencers and investors congratulates the 2011 Accelerator winners."

Accelerator winners were provided with a variety of prizes to assist in their growth process, including a \$4,000 gift. This year's winners of the 2011 SXSW Accelerator completion were:

Innovative Web Technologies:

Hipmunk - www.hipmunk.com - San Francisco, CA

Social Media and Social Networking Technologies:

POPVOX - www.popvox.com - Redwood City, CA

Entertainment Technologies:

Tango - <http://tango.me> - Palo Alto, CA

News Related Technologies:

Storify - www.storify.com - San Francisco, CA

Bootstrap Award – Interactive:

NeighborGoods – www.neighborgoods.net - Los Angeles, CA

Music-Related Technologies:

Roqbot – www.roqbot.com - Berkeley, CA

Bootstrap Award – Music

Air Guitar Ltd - www.playairguitar.com - Monmouth, United Kingdom

About SXSW Interactive Festival

The 18th annual SXSW Interactive festival will take place March 11-15, 2011 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 2011 for the panels, the parties, the 14th Annual Interactive Awards, ScreenBurn at SXSW, the SXSW Expo, Accelerator at SXSW and, of course, the inspirational experience that only SXSW can deliver. SXSW Interactive 2011 is sponsored by Miller Lite, Chevrolet, AOL, IFC, Pepsi, PepsiMax, Freecreditscore.com, Monster Energy, Microsoft, Samsung, AT&T and The Austin Chronicle. For more information, visit www.sxsw.com.

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