



SXSW OFFERS FREE MUSIC FESTIVAL SAMPLER ON ITUNES

Austin, TX – March 9, 2011 - Starting today South by Southwest Music (SXSW) offers SXSW: Featured Artists, a free music sampler featuring a cross-section of artists performing at this year's 25th anniversary of the annual music industry confab, exclusively on the iTunes Store (www.itunes.com).

As always, SXSW Music continues to provide key opportunities for developing acts to break out and tap into the assembled worldwide music industry and press. Over 2,000 acts will perform across 92 stages at the 2011 event, taking place March 15-20 in downtown Austin, TX.

"SXSW has always been the place to promote and discover new, emerging artists." Said Roland Swenson, Managing Director of SXSW. "Our goal as an organization is to provide the biggest possible platform for artists to reach industry, media, and fans from around the world. SXSW: Featured Artists offers a sneak peek into what's next in music for those who can't be at SXSW 2011, and a nice tease for those who will."

Featuring more than \$20 worth of free music downloads, SXSW: Featured Artists includes tracks from industry favorites Bright Eyes, Lucinda Williams, G. Love and Talib Kweli, as well as from breakout artists Toro y Moi, Foster The People, Strong Arm Steady, and Small Black. Also included, Austin act Hayes Carll and international acts like Mexico City's Chikita Violenta, UK's Brother and Australia's Boy & Bear, among others.

In the spirit of SXSW, the free sampler features a multitude of genres that will be represented at the event from the likes of Hip Hop's Dom Kennedy, Folk rock's Jessica Lea Mayfield and avant-garde singer songwriter Glasser.

Download tracks from these acts and more at <http://www.itunes.com/sxsw> and experience their unique talents live with scheduled performances at SXSW 2011.

About SXSW

The South by Southwest® (SXSW®) Conferences & Festivals offer the unique convergence of original music, independent films, and emerging technologies. Fostering creative and professional growth alike, SXSW is the premier destination for discovery.

Year after year, the event is a launching pad for new creative content. New media presentations, music showcases and film screenings provide buzz-generating exposure for creators and compelling entertainment for audiences. Conference panel discussions present a forum for learning, business activity thrives at the SXSW Trade Show: The Exhibition for Creative Industries and global networking opportunities abound. Austin serves as the perfect backdrop for SXSW®, where career development flourishes amid the relaxed atmosphere. Intellectual and creative intermingling among industry leaders continues to spark new ideas and carve the path for the future of each ever-evolving field, long after the events' conclusion.

SXSW® 2011 is sponsored by Miller Lite, Sonicbids, Chevrolet, AOL, IFC, Pepsi, Brisk, Freecreditscore.com, Monster Energy and the Austin Chronicle.

Contact:

Elizabeth Derczo, SXSW

512.467.7979 x209

Elizabeth@sxsw.com

**PO Box 4999 • Austin, Texas 78765 • Tel: 512/467-7979 ext. 276 Fax: 512/467-2254
www.sxsw.com e-mail: elizabeth@sxsw.com**