

Microsoft BizSpark Accelerator at SXSW Interactive 2010 Announces Winners

Festival inaugurates next wave of innovative technology leaders

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AUSTIN, Texas, March 17 /PRNewswire/ — At the Microsoft BizSpark Accelerator at SXSW 2010 event, early stage technology companies demonstrated their creations for judges in front of a live audience. We'd like to thank all of the amazing sponsors that helped make this event possible: Microsoft BizSpark; Elance; Level 3 (who live streamed the event); Wilson, Sonsini, Goodrich, & Rosati; and .BIZ domain. The event chose finalists in four different categories: Innovative Web Technology, Entertainment, Social Media Business, and Social Media Personal.

Brad King, Dean McCall, Chris Sacca, and Tim Street hosted the two day long event held Monday, March 15 and Tuesday, March 16, at the Hilton Downtown Austin. Thirty-two semi-finalists in four categories were invited to Austin for a chance to demo their product or service to a panel of industry experts (listing of judges available here: sxsw.com/interactive/accelerator/judges). At 6pm CDT on Monday evening, 12 finalists were chosen to compete on the next day. The four winners were revealed Tuesday evening at 6pm CDT.

"We were thrilled with the quality of submissions we received for the second annual Microsoft BizSpark Accelerator at SXSW," explained coordinator Chris Valentine. "We're confident that we've chosen a strong group of winners, and look forward to giving them an opportunity to succeed in front of industry influencers, potential partners and funders."

The winners of Microsoft BizSpark Accelerator at SXSW were: For Innovative Web: Siri www.siri.com For Entertainment: ShopSavvy www.shopsavvy.mobi For Social Media Business: Mobile Roadie www.mobileroadie.com For Social Media Personal: Bump www.bu.mp

About SXSW Interactive Festival

The 17th annual SXSW Interactive festival will take 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>

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