

SXSW 2007 MUSIC WRISTBAND INFORMATION

MUSIC MARCH 14-18 2007 AUSTIN TX

SXSW has set three goals to make things easier for Austin music consumers.

- 1) Avoid having people need to line up overnight to purchase wristbands.
- 2) Thwart the scalpers who buy and sell wristbands at double the price.
- 3) Make sure that the majority of wristbands sold go to local Austinites who support the Austin clubs the other 51 weeks a year.

For these reasons, SXSW WILL NOT ANNOUNCE IN ADVANCE the date and location that wristbands will go on sale.

The announcement of when and where wristbands will go on sale will be made by text message to the SXSW SMS list. (details below) right before wristbands go on sale.

Additionally, at about the time wristbands go on sale, the information will be posted on austinchronicle.com and announced on KLBJ/KGSR/101X.

The first 2000 wristbands will be sold at last year's lowest price (\$130) and only sold to people with proof of an Austin address. Texas Driver's Licenses, UT IDs, utility bills, or car insurance certificates matching a photo ID will be accepted. (maximum two per person; cash or credit card only)

When the first 2000 \$130 wristbands sell out, the price for the next 2000 will change to \$160. These will not require proof of residency. (maximum two per person; cash or credit card only)

To sign up for SMS messages, use your mobile phone to send a text-message to 56658 with 'sx add' as the message. SXSW will send (512) mobile numbers a text alert when wristband go on sale. There is no extra charge for this service; normal text-messaging rates apply. Check sxsw.com for more info on SMS.

Please don't call SXSW, the Austin Chronicle, the local radio stations, or Waterloo Records to ask when wristbands will go on sale. **SXSW will not put wristbands on sale the same dates as they went on sale last year, but they will go on sale before the end of February.**

After the initial 4000 are sold, if additional wristbands can be put on sale, they will be priced at \$175 and available during the week of SXSW Music.

If you are unable to purchase a wristband, please be aware that most SXSW shows have a limited number of single admissions sold each night when doors open. SXSW will also present three nights of free concerts on Auditorium Shores.

All prices include tax and all service/credit card charges. Wristbands will be sold only in Austin, on a walk-up basis as long as they last, and they cannot be reserved in advance or purchased over the phone.

Wristbands guarantee that you won't have to pay cover charges at SXSW venues. They don't guarantee entry into sold-out venues, nor do they provide entry for minors into clubs that don't admit minors. SXSW Badges receive priority entry before SXSW wristbands.



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Visit us on the web for full list of alerts and complete details www.MobileMonkey.net

Mobile Monkey service works with the following carriers, prepaid phones excluded.

Service includes one SMS text alert per category/day. Cost is \$9.99/month and billed directly to your wireless bill. Other charges may apply. To stop service at any time send text message with STOP to 21321. Service is not pro-rated for mid-month cancellations. See www.mobilemonkey.net for additional terms and conditions.



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COUPLE SKATE VALENTINE'S DAY BENEFIT

february 10, 2007 @ SKATEWORLD*
10 p.m.-2 a.m. ♥ ALL AGES
\$7 (includes skates) ♥ BYOB 21+

PLUS! DJ sets by **Record Breakers & Majora y Minora** (Backspin Records) and music by **Sydney Confirm, The Burning Hotels & The Corto Maltese.**

* SKATEWORLD is located @ 9514 Anderson Mill Rd