



UK digital firms combat credit crunch with Texas trade tour

PRESS RELEASE: London, UK, Thursday 8th January 2009.

35 of the UK's leading SMEs from the digital industry head to Austin, Texas on the Digital Mission to South by South West Interactive (SXSWi) from 12-18 March 2009, one of the world's leading conferences for emerging media. Established in 1994, the conference provides an opportunity for the Digital Mission companies to attend hundreds of conference sessions and networking events.

The Digital Mission is organised by digital networking community, Chinwag, on behalf of UKTI (UK Trade & Investment). Combined with the SXSWi, the Digital Mission provides delegates the opportunity to exhibit at SXSWi. A unique 'Nuts and Bolts' masterclass will help British companies understand how to establish and develop their business in the USA, taking guidance from a panel of American and British experts, whilst the "Great British Breakfast" provides a UK-focused networking event for 300 delegates during the conference.

Building on the success of the Digital Mission to New York in September 2008 – also organised by Chinwag for the UKTI - this second trip to Texas will assist firms to develop new business channels, partnerships, investment and provide a detailed knowledge of the US market.

Companies were invited to apply for the Digital Mission. The 35 successful delegates were selected from over 100 entries by an advisory board of industry experts drawn from including Mike Butcher, TechCrunch UK Editor, Herb Kim, Codeworks CEO and Sarbjit Bakhshi, Head of Information & Technology Group, UKTI.

Companies nominated for the Digital Mission to SXSWi are:

AMEE	Mobile Pie	Splendid
Best Before	Mydex	Tactile CRM
BookingBug	Myrl	The Filter
Ceros	NixonMcInnes	The iPlatform
cxpartners	Plebble	Traffic Digital
dpivision	ProofHQ	Vizimo
ensembl	Rumble	We7
Facultas	School of Everything	we are social
Harvest Digital	Six to Start	Workhound
Hubdub	skive	Worldeka
Infurious	Short Fuze (Moviestorm)	Yibu
Mixcloud	Snagsta	

More information about each company can be seen on the Digital Mission website:
<http://www.chinwag.com/digitalmission/sxsw09-companies>

Both Digital Mission events are generously supported by official sponsors Sun Startup Essentials (<http://uk.sun.com/startups>) and legal experts, Winston & Strawn (<http://www.winston.com>). Technical development experts, CoreObjects (<http://www.coreobjects.com>) have joined the sponsors in generously supporting the Digital Mission to SXSWi.

Chinwag CEO Sam Michel said: "After the frenetic activity and subsequent success of the Digital Mission to New York, it's really exciting to have such a diverse, exciting and innovative range of digital companies on the Digital Mission to South by South West. It's a great

opportunity for the companies and based on our experiences on the Digital Mission to New York will also help promote the UK's digital industry more widely in the US".

For more information, please visit: <http://www.digital-mission.org>

Press resources including pictures, logos and a PDF/Word version of this release is available at: <http://digital-mission.org/press>

NOTES FOR EDITORS:

About Chinwag

The Chinwag community is a focal point for digital media practitioners in the UK and beyond (<http://www.chinwag.com>). Founded in 1996, it has grown into a community media company that publishes websites, discussion forums and blogs supporting the people and companies who work in the digital industry. In February 2007 the Chinwag Live events series launched (<http://live.chinwag.com>), topical panel discussions that have also gone on tour to the Internet World and Ad:Tech conferences, and recently extended to Manchester. Chinwag also publishes Chinwag Jobs (<http://jobs.chinwag.com>), the leading recruitment website for digital marketing, media, technical and design positions.

About UKTI

UK Trade & Investment (UKTI) can help you rise to the exciting opportunities and challenges that globalisation offers. We work with UK-based businesses to ensure their success in international markets. We also encourage the best overseas companies to look to the UK as their global partner of choice. UKTI offers expertise and contacts through our national and global networks. It's our goal to enhance the competitiveness of companies in the UK, and to attract a continuing high level of quality foreign direct investment.

<http://www.uktradeinvest.gov.uk/>

About SXSW Interactive

The SXSW Interactive (SXSWi) festival and expo offers five days of panels, keynote discussions, Trade Show, and exciting evening events. Founded in 1994, SXSWi is one of the longest established and most influential gatherings of digital developers, creatives, marketers and thought leaders, a who's who of the US Internet scene which last year saw over 9,500 delegates attending. SXSWi is part of SXSW week which includes a film festival and the world-famous music festival.

<http://www.sxsw.com/interactive/>

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