

For Immediate Release

Media Contact:
John McGill
johnm@straightoutmedia.com
Tel 214-207-9004

**SOUTHWEST MEDIA GROUP'S DIGITAL SUMMIT TO TAKE OVER
HOUSE OF BLUES IN DALLAS, MAY 3 - 4**

Series of Speakers and Sessions Will Be Designed to Help Attendees Discover Their Digital Soul

Dallas, Texas, April 26, 2011 – Southwest Media Group has announced the dates and venue for this year's annual Digital Summit. Speakers for this year's summit include James McQuivey from Forrester Research, speakers from a variety of leading edge technology companies such as Apple and Microsoft. The full schedule of events and featured speakers are being finalized and will be announced in the coming weeks. The summit will be held at the *House of Blues* in Dallas, Texas on Tuesday, May 3 and Wednesday, May 4.

"Last years Digital Summit was a tremendous success. In fact, because of the response we received from our attendees we extended the summit two days this year so that we could increase the programming, expand content and elevate the experience for our guests," said Bob Nichol, President and CEO of Southwest Media Group.

This year's theme, *Find Your Digital Soul*, will focus on the roots of communication in a digital world. The summit will explore a brand's "digital soul" and how consumers experience brands today through a variety of technologies, channels and new pathways as a result of the digital revolution. As disruptive as digital has been to traditional media, the "roots" of communication still remain.

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The popular event will focus on the implications that digital plays for the future of media, advertising and connecting with consumers. Southwest Media Group will be going back to their roots as well by hosting the event at their original home – the building that now houses the *House of Blues* in Dallas. “We wanted a venue that reflected our heritage and contrasted the “soul” of communication with the energy and possibilities that digital brings,” said Steve Thomas, Chief Strategic Officer of Southwest Media Group and host for the event.

The Digital Summit is a VIP event that gives attendees a chance to see, hear and engage in a hands-on understanding of some of the latest in digital technology and the effect these changes are having on today’s media as well as gain an understanding of future trends. The Digital Summit offers an interactive forum with displays and presentations on a wide variety of subjects covering both the digital and traditional media world. The summit is an “invitation only” event. For information on the summit go to www.findyourdigitalsoul.com or call 214-561-5678.

In addition to the two day summit, Southwest Media will host a *House of Blues* Jam Party featuring the band, The Revolvers, on Tuesday evening, May 3 at 8 p.m. for summit attendees and special guests of the agency.

Event Date: Tuesday May 3 and Wednesday May 4, 2011

Time: Tues, May 3 – 10 a.m. – 6 p.m. (private party at 8 p.m.)
Wed, May 4 – 10 a.m. – 5 p.m.

Place: House of Blues,
2200 N Lamar St
Dallas, TX 75202-1006

Attendance: www.findyourdigitalsoul.com or call 214-561-5678

For attendees’ convenience, Southwest Media Group has made special arrangements with the W-Victory Hotel beginning at \$199.00 per night and at the Aloft Hotel at a reduced rate beginning at \$99 per night.

For Aloft reservations go to:

<http://www.starwoodmeeting.com/StarGroupsWeb/res?id=1103084547&key=D79F1>

and refer to the Southwest Media Group block
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For W / Victory please call 1-888-627-8229 and refer to the “Southwest Media Group block” and for extended stay refer to “Revised Southwest Media Group Block”.

About 2011 Digital Summit

With tremendous shifts in media over the last decade occurring at a faster pace than ever before, it's important we all stay abreast of the latest implications and trends. The 2011 Digital Summit- Find Your Digital Soul is a chance for participants to see, hear and engage in a hands-on understanding of some of the latest in digital technology and initiatives and their affect on both digital and traditional media. It's a fun, inspiring and interactive forum with displays and presentations on a wide variety of subjects covering both the digital and traditional media world.

About Southwest Media Group

Southwest Media Group is a digitally centered media and marketing communications solutions company. We provide comprehensive communications planning, media buying and execution expertise to a growing list of blue-chip clients. Southwest Media Group provides comprehensive strategic media planning and placement services to local, regional, multi-regional and national clients across a wide range of consumer and business-to-business touch points. Started in 1995 and headquartered in Dallas, Texas, Southwest Media Group has a total of 58 professionals dedicated to offering its clients a breadth of communication capabilities designed to help their

About James McQuivey

James serves Consumer Product Strategy professionals for Forrester Research. He analyzes television and media technology and specializes in the future of the moving image, including digital video recorders, HDTV, video on demand, Internet-based video, and the business implications of each of these disruptive technologies or movements. Beyond this, he also covers digital music and digital publishing and shares with other Forrester analysts an interest in the future of the digital home.

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