



## PressRelease

For immediate release

### **Freelancer.com CEO Matt Barrie announced as featured speaker at SXSW 2012 in Austin, Texas**

**5 days with the brightest entrepreneurial minds in emerging technology, showcasing the best new websites, video games and innovation the startup community has to offer.**

SYDNEY: November 21st, 2011 – Freelancer.com, the world's largest outsourcing marketplace, today announced that CEO Matt Barrie will be a featured speaker at the 19<sup>th</sup> Annual SXSW Interactive Conference in Austin, Texas in March 2012. Matt was selected with 21 industry heavyweights Reid Hoffman (Linkedin), Tim O'Reilly (O'Reilly Media), Stephen Wolfram (Wolfram Alpha) to be a featured session in the program of over 600 speakers.

SXSW, short for "South by Southwest", is a 5-day event widely considered the leading incubator of cutting-edge technologies. It is also a celebration of the best new websites, video games and other forms of interactive entertainment.

"It's a real honor to speak at SXSW. Events like this bring industry leaders and smart people with great ideas together. This interaction frequently leads to a breakthrough; something innovative and game changing," said Barrie.

One of the most highly anticipated events is the SXSW Accelerator, featuring product demonstrations of the newest social media, mobile and web entertainment technologies (and more). It provides a unique and entertaining glimpse of the tech industry's future.

"SXSW Accelerator is a must-attend event. Entrepreneurial and disruptive, it's a breeding ground for successful startups. If you've got an idea, Freelancer.com can connect you with skilled programmers to turn that idea into reality at a fraction of the cost. Executed properly, your idea could be the next big thing showcased here!" he concluded.

Also speaking at SXSW are Baratunde Thurston (keynote, The Onion), Tim O'Shaughnessy (LivingSocial), Seth Priebatsch (SCVNGR), chef, author and television personality Anthony Bourdain, and many more.

#### **About Freelancer**

Webby award winning Freelancer.com is the largest outsourcing marketplace in the world. Through Freelancer.com, businesses connect with 3 million independent professionals from all over the world. Employers can hire freelancers in areas such as software, writing, data entry and design, right through to engineering and the sciences, sales & marketing and accounting & legal services. The average job is under US\$200, making Freelancer.com extremely cost effective for small businesses, which often need a wide variety of jobs to be done, but cannot justify the expense of hiring full time.



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