

Media Release

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Mindgrub Brings Innovation and Social Game to SXSW Interactive 2011

Mindgrub heads to South by South West (SXSW) to talk Singularity & launch "TAG: The Mobile Assassination Game"

Baltimore, MD -- From March 11 - 16, 2011 Mindgrub Technologies, LLC is heading down to Austin, Texas for the annual South by South West (SXSW) Interactive Festival. SXSW is a unique convergence of original music, independent films, and emerging technologies. Mindgrub is very excited to announce that two of their submissions were accepted for speaking slots this year! Mindgrub's CEO Todd Marks will present "The Singularity is HERE" and graphic designer Alex Hachey will present a Future15 session on Mindgrub's very own location based social product called "TAG: The Mobile Assassination Game".

Todd Marks's presentation "The Singularity is HERE" on March 11th at 5pm discusses what will become of the human race when computers exceed our intelligence. This presentation explores several theories about the future of mankind and points out how the technology leading us there is already Here. This presentation will include current events such as IBM's Watson Computer winning Jeopardy and inspiration from forward thinking movies such as The Matrix, iRobot and Minority Report. This talk will also draw references from the book and movie "The Singularity is Near," written by futurist and prominent Singularityist, Ray Kurzweil. They will explore Location Based Services, Augmented Reality, Bio-Feedback and Artificial Intelligence while analyzing current trends in Bio-Technology, Nano-Technology, Computing and Robotics as well as discuss the possibility of Digital Immortality.

Alex Hachey's presentation on March 14th at 1:15pm will showcase "TAG: The Mobile Assassination Game" as an Interactive case study on the intersection of Social & Mobile gaming. The presentation will be given during SXSW's Future 15 session which showcases 12-minute solo speaking slots and emphasizes the "shorter is better" model. TAG allows players to track & tag their targets using location and social tools on their mobile phones. The blending of social meets mobile meets good ol' competitiveness is opening new doors in social, mobile, & gaming experiences.

SXSW attendees can also join in the fun by taking part in an exclusive game launch event. viaPlace, a subsidiary of Mindgrub Technologies LLC is launching TAG: The Mobile Assassination Game, a mobile & social based game for iPhone during SXSW. 50 SXSW attendees will be invited to beta play TAG during SXSW Interactive.

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About Mindgrub Technologies, LLC

Mindgrub specializes in the strategic development of technology and services to meet the evolving marketing and information delivery means of Fortune 500, Government and Education institutions. We create applications for the web, social media, and mobile technology. We utilize Flash, Drupal, and other software platforms to develop social media tools and campaigns. We



have unique frameworks for the iPhone, Android and Blackberry mobile operating systems. Mindgrub knows, and is a leader in, how to keep users of new technology engaged and accessing information in creative and innovative ways.

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