



INFORMATION FOR RELEASE

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LAUNCH TENNESSEE AND PANDODAILY ANNOUNCE JOINT VENTURE TO PRODUCE 2014 SOUTHLAND CONFERENCE

NASHVILLE, Tenn., Oct. 24, 2013 – Launch Tennessee announced today that the second annual Southland conference, scheduled for next June 9-11, will be a joint venture between Launch Tennessee and PandoDaily, a technology startup news platform known as “the site of record for Silicon Valley.” The first Southland conference, a unique blend of tech startups and Southern culture, drew more than 650 entrepreneurs and investors to Nashville in June.

"The first Southland conference was a big success for Tennessee because it brought together entrepreneurs and investors from all over the country to exchange ideas and experience our state's hospitality and culture," Gov. Bill Haslam said. "This partnership with PandoDaily is a great way to grow the event, which I, and many others, believe has the potential to be the most important technology startup conference in the Southeast."

PandoDaily Founder and Editor-in-Chief Sarah Lacy opened and delivered the keynote interview at the first Southland conference. A Memphis native, Lacy has been covering technology news for more than 15 years, most recently as a senior editor for TechCrunch.

"At our core, PandoDaily is a media company that connects people and bridges ecosystems. There's no better time for entrepreneurs in the South to band together as a region and step up and command some attention," Lacy said. "Southland will be a way to connect thinkers and doers in technology and culture in the South with those in our core markets of LA,

New York and Silicon Valley. We're very excited to help Launch Tennessee take this conference to the next level and make it a must-attend event of the tech calendar."

Launch Tennessee CEO Charlie Brock said: "We were thrilled to have Sarah as a speaker last year, and we're even more excited to form this partnership to expand the brand and mission of Southland. The first annual Southland was met with incredible reception and proved to be a great success. We are excited for 2014 and the partnership with Pando Daily will only increase the caliber and appeal, truly making Southland a one-of-a-kind tech conference."

Another key collaborator working with Launch Tennessee on this year's Southland is AC Entertainment, co-creators and producers of the Bonnaroo Music and Arts Festival™. The two organizations worked in tandem last year surrounding the entertainment components of the conference. For 2014, AC Entertainment will play a bigger role as collaborative partner, especially surrounding the Southern Culture and music aspects of Southland.

Launch Tennessee is a public-private partnership focused on supporting the development of high-growth companies in the state of Tennessee with the ultimate goal of fostering job creation and economic growth. Launch Tennessee focuses on four key areas: entrepreneurship, commercialization, capital and outreach. Launch Tennessee is in part funded by a grant from the State of Tennessee. Please friend Launch Tennessee on Facebook (www.Facebook.com/LaunchTN), Twitter (www.Twitter.com/LaunchTN), YouTube (www.YouTube.com/LaunchTN) and Flickr (www.Flickr.com/LaunchTN).

PandoDaily is a web publication that offers technology news, analysis and commentary, with a focus on Silicon Valley, New York and Los Angeles startup ecosystems. PandoDaily was formed in January 2012 with the primary goal of being the site of record for Silicon Valley. Since then, PandoDaily has produced more than 30 events through their Emmy Nominated PandoMonthly series. For more information on PandoDaily, visit their website (www.pandodaily.com), Twitter (www.twitter.com/pandodaily) and Facebook (www.facebook.com/pandodaily).

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