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**Eventbrite Co-founder Julia Hartz to Keynote
Inaugural 36/86 Conference Presented by Launch Tennessee**

***AC Entertainment, TechCrunch
and Silicon Prairie News also join 36/86 Roster***

Nashville, Tenn., January 6, 2015 - Launch Tennessee (LaunchTN) announced today keynote speaker, entertainment partner, media moderators and early bird tickets for **36/86**, successor to Southland and flagship event highlighting the best in southern culture, entrepreneurship and investment.

A limited supply of discounted, early bird tickets for [36/86](http://www.thirtysixeightysix.com) are now available for purchase at www.thirtysixeightysix.com. The event takes place June 8-10, 2015 at Marathon Music Works in Nashville.

“Between our amazing keynote speaker, the participating media and our partnership with AC Entertainment, 36/86 is going to be a world-class event carrying forward the very best of culture and entrepreneurship represented during the first two years we produced Southland,” said Charlie Brock, CEO and President of LaunchTN. “The real stars of the event are the brilliantly innovative entrepreneurs and investors, plus the hospitality of the region. The most “investable” companies and savvy investors will make attending 36/86 a top priority this year.”

Previous Southland speakers include former U.S. Vice President Al Gore, Bonobos CEO Andy Dunn and oDesk CEO Gary Swart.

Julia Hartz, Co-founder and President of Eventbrite, will serve as a keynote speaker for the inaugural 36/86 conference. In early 2014, the self-service ticketing platform and events marketplace Eventbrite selected Nashville for its first U.S. location outside of its San Francisco headquarters. In 2014, Eventbrite processed about \$1.5 billion in gross ticket sales and had

over 1 million global events on the platform ranging from small classes and workshops to large-scale conferences, concerts and festivals.

AC Entertainment, co-founders and co-producers of Bonnaroo, is confirmed as the entertainment partner for 36/86, and will be booking the event's evening entertainment.

"We can't reveal who will perform at 36/86 just yet, but know that each night will be capped off with great musicians who will deliver phenomenal performances that represent the culture and talent of our region," said Ashley Capps, founder of AC Entertainment. Performers from 36/86 predecessor Southland, founded and produced by LaunchTN, have included J. Roddy Walston & The Business, St. Paul & The Broken Bones and Moon Taxi.

Jonathan Sheiber, Senior Editor at CrunchBase/TechCrunch, John Biggs, East Coast Editor at TechCrunch and Regan Carrizales, CEO of Silicon Prairie News have signed on to lead media interviews on stage at 36/86.

About - LaunchTN is a public-private partnership dedicated to supporting high-growth entrepreneurs with the goal of making Tennessee the No. 1 state in the Southeast for entrepreneurs to start and grow a company. Overseeing nine accelerators, LaunchTN provides training, technical support, and assistance obtaining capital for promising early-stage companies. LaunchTN oversees Tennessee's \$30 million INCITE Co-Investment Fund and organizes several entrepreneurial events including its flagship 36/86 conference. Since 2012, LaunchTN has played a key role in the creation of over 1800 jobs in Tennessee and over \$634 million in early-stage capital investment.

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