

FOR IMMEDIATE RELEASE:

Melbourne startup Eventarc selected to join Victorian Government Trade Mission to SXSW Festival in Austin, Texas

Melbourne, Victoria, January 20th 2010

Eventarc, a ticketing and event registration startup based in the Docklands, Melbourne, have been selected to join a Victorian Government Trade Mission to the US. As part of the trade mission Eventarc will be demonstrating their software to a global audience at the famous SXSW festival in Austin Texas.

The Victorian Trade Mission to SXSW is produced by Portable, and is supported by the Victorian Government (Department of Innovation, Industry and Regional Development).

Co-founder of Eventarc Scott Handsaker said *"This is a fantastic opportunity for a startup like ours. We are looking forward to the exposure the festival will bring, with over 24,000 attendees and 4,200 media representatives expected to be in attendance."*

Eventarc allows anyone to create an event registration page and commence accepting credit card payments in real time, without the need to know any computer code.

"The interface we provide for users to build their event pages is radically different from anything currently on the market", said co-founder Andrew Edwards.

"It is a visual, point and click approach that we think is far more flexible and intuitive than the traditional method of filling in form fields. The initial feedback from customers has been extremely positive".

Eventarc is free for free events. Paid events incur a small 5% booking fee, which can be passed onto the ticket buyer in order to allow the event organiser to effectively use the product for free.

For additional information, contact Scott Handsaker on 0409 978 507, or Andrew Edwards on 0412 655 924.

For high quality photographs ready for immediate release, please refer to <http://www.hugeobject.com.au/media/index.htm>.

About Eventarc:

Eventarc is a startup ticketing and online registration company based in the Docklands, Melbourne. Focused on being the leading self-service ticketing provider in the country, Eventarc provides a suite of tools which make it easy for event organisers to accept registrations and payments online.