



Contact: Pegshot
Tel: (347) 560-4652
Email: press@pegshot.com

FOR IMMEDIATE RELEASE
03/11/2010

WAR ON NEW MEDIA

Pegshot Action News Declaring "Old Media Not Dead, Yet"

Boulder, CO & Austin, TX - The fabled Pegshot Action News Team, heralded as "the most forward-looking news team of its time" has declared war on new media, choosing SXSW as its first attack. When Phil Burgundy and Cochese Sterner first unveiled social media in 1979, they were immediately escorted to the furthest corner of the basement, underneath their company's news room:

"This is total bullshit," Cochese Sterner said in our exclusive interview at an undisclosed location. "Burgundy and I were doing social media back when Zookerburg was sperm getting warmed up on his dad's motorcycle seat. Now we're being treated like guests in our own house...this is MY HOUSE!"

During their years of exile on "wire and plug duty," the Action News Team has methodically crafted a secret platform they have been referring to as "**Pegshot**." When asked why they chose **SXSW**, 2010 to unleash Pegshot, Phil Burgundy simply stated "Honestly? If I knew it was going to be this kind of party, I would have..." [Cochese interjects] "Ok that's enough. We have a work to do here folks. Save the drama for your mamma, we'll see you in Texas."

You can follow Burgundy and Cochese's ground reports from SXSW here: <http://www.pegshot.com/actionnews>

About Pegshot:

Pegshot is a powerfully simple way to share videos and photos of what's happening where you are, straight from your mobile phone. The company was founded by Christian Sterner and Phil Thomas Di Giulio, seasoned veterans within the location-based media industry and co-founders of WellcomeMat.com, the leading real estate video platform. Pegshot is based in Boulder, Colorado and New York City. For more details, visit <http://pegshot.com>

For more information, or to schedule an interview, please call (347) 560-4652 or email Pegshot at press@pegshot.com.

###