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## **The Point Named Finalist for 11th Annual SXSW Web Awards for Best Activism Site**

### ***The Point joins Amnesty International, Boost, MakeMeSustainable and World Without Oil as category finalists***

CHICAGO, MARCH 4, 2008 – The Point ([www.thepoint.com](http://www.thepoint.com)), a platform for group action that enables people to solve problems that require a critical mass of participation to succeed, today announced it has been named as a finalist for the SXSW (South by Southwest) Annual Web awards in the Activism category. The Activism category recognizes sites that are striving to make the world a better place.

“We are honored to be represented among such noble company,” said Andrew Mason, CEO and Founder of The Point.com. “Win or lose, it’s great to see so many using the organizing power of the Internet to create real change wherever it’s needed in the world.”

The 2008 SXSW Web Award finalists include innovative and potentially revolutionary websites from across the globe that have been launched or completely redesigned in 2007. Winners will be revealed at the SXSW Web Awards Ceremony presented by Adobe on Sunday, March 9, at 7:30 p.m., during the SXSW Interactive Festival.

### **About The Point**

Established in 2007 in Chicago and empowered by tipping point methodology, The Point is a platform that helps individuals organize efficient group action, leveraging the power of the Web to solve problems and catalyze change. Learn more at <http://www.thepoint.com>.

### **About SXSW Interactive Festival**

Scheduled March 7-11 in Austin, Texas, the 2008 SXSW Interactive Festival provides practical how-to information as well as unparalleled career inspiration, bringing together some of emerging technology’s most creative thinkers. The event features five days of keynote speeches, more than 120 panels, the SXSW Web Awards, the iF! Trade Show & Exhibition, the ScreenBurn Arcade, and dozens of exciting evening events. For more information on SXSW Interactive, see [www.sxsw.com/interactive](http://www.sxsw.com/interactive).

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