



**NIKON® AND WARNER MUSIC GROUP REVEAL
REMARKABLE ROSTER OF ARTISTS
SET TO ROCK SOUTH BY SOUTHWEST® (SXSW)
AT UPCOMING THREE-DAY LIVE MUSIC RESIDENCY**

**“THE WARNER SOUND CAPTURED BY NIKON” TO FEATURE
DAYTIME AND EVENING SHOWCASE PERFORMANCES BY
T.I., SANTIGOLD, B.o.B, fun., KIMBRA, CHUCKIE, ED SHEERAN,
THEOPHILUS LONDON, GARY CLARK JR., DR. JOHN, WALE AND MANY MORE**

**EVENING SHOWCASES TO BE CAPTURED AND LIVE-STREAMED
BY NIKON HD-SLR CAMERAS**

FOR IMMEDIATE RELEASE:

New York, NY – (February 28, 2012) **Nikon Inc.** and **Warner Music Group** have unveiled details of their extraordinary residency at the upcoming South by Southwest® Music & Media Conference (SXSW®) in Austin, Texas. “The Warner Sound Captured by Nikon” will make its home at Austin’s famed La Zona Rosa, with two days and three nights of stellar showcase performances slated for March 13th through 15th.

Artists from Atlantic Records, Warner Bros. Records and other WMG labels will appear live at these official SXSW showcases; all SXSW badge-holders are welcome and a limited supply of tickets will be sold at the door. Evening showcase headliners include Santigold and Chuckie on Tuesday, March 13th, Gary Clark Jr. on Wednesday, March 14th, and T.I. and B.o.B on Thursday, March 15th. Daytime headliners will be fun. on Wednesday, March 14th and Kimbra on Thursday, March 15th. Other artists slated to perform at “The Warner Sound Captured by Nikon” include Theophilus London, Dr. John, Wale, Stalley, Geographer, Crystal Fighters, Flux Pavilion, Ed Sheeran, Meek Mill, Avalanche City, LP, Doctor P, Dale Earnhardt Jr. Jr., Curren\$y, The Chain Gang of 1974, The Staves, Neon Hitch, We Are Augustines and Punch Brothers. Additional artists will be announced shortly – an up-to-the-minute schedule is attached below.

“SXSW is one of the best festivals in the world for discovering new music,” said Elyse Rogers, Senior Vice President, Global Touring and Artist Development, Warner Music Group. “This year, all of the Warner Music Group labels have teamed up to present an incredible residency at La Zona Rosa, showing the breadth of all of our rosters – rock, urban, and electronic. We have partnered with Nikon on the event and will be streaming the performances so that fans around the world can share in the live experience.”

“Nikon has a rich history as the brand choice for music photographers who desire incredible speed and image quality in low light,” said Lisa Baxt, Senior Communications Manager, Nikon Inc. “With the launch of our new D4 and D800 HD-SLR cameras, which offer outstanding video capabilities, we’re excited to join with Warner Music Group to bring this year’s SXSW musical performances to audiences in rich broadcast quality video online.”

All three evening showcases will be live-streamed. More details will be announced soon. For up-to-the minute information, visit <http://TheWarnerSound.com/sxsw> and www.facebook.com/thewarnersound.



Nikon will host several shooting activities on-site at “The Warner Sound Captured by Nikon” including a practical HD-SLR workshop on how to make a music video hosted by filmmakers The Bui Brothers on Tuesday, March 13th as well as experiential shooting opportunities during day time music performances with legendary rock photographer Robert Knight.

WMG and Nikon have also teamed up to search for the next great music superstar via the “Your 1 Shot” contest. Bands/artists were invited to submit one live performance video to the “Your 1 Shot” contest site, located at <http://www.talenthouse.com/nikon-perform-at-sxsw>. One winner, courtesy of Nikon 1, Nikon’s new portable camera with interchangeable lenses, will be selected by a stellar panel of music industry experts, including A&R executives from both Atlantic Records and Warner Bros. Records as well as guest artists from each label’s prestigious roster.

In addition to earning a live performance, the “Your 1 Shot” winner will receive a new Nikon 1 J1 camera kit to capture their most memorable moments, travel and three nights’ accommodation in Austin and VIP access to “The Warner Sound Captured by Nikon.” One runner-up, as selected by Warner Music Group, will receive new Nikon photography equipment valued at up to \$1,000. In addition, the “People’s Choice” artist receiving the most votes online will receive Nikon equipment valued at up to \$2,000.

Online voting is open and will run through March 1st, with the “Your 1 Shot” winner scheduled to be announced on Tuesday, March 6th. Warner Music Group will choose the winner(s) from all qualified submissions with special consideration for the top People’s Choice voted entries. For Official Rules, Guidelines and Terms & Conditions please visit <http://www.talenthouse.com/nikon-perform-at-sxsw>.

“The Warner Sound Captured by Nikon” is presented by Nikon, Inc., with additional sponsorship provided by TIGI Haircare. TIGI’s Bed Head is proud to be the official hair care partner of “The Warner Sound Captured by Nikon,” providing fans the opportunity to primp before they rock out at the show!

In addition to the live performances, fans can experience Rocksmith on-site, the only game where players can plug a real guitar into their video game console and learn to play. Texas Land & Cattle Steak House will provide complimentary authentic Texas steak house fare during the day showcases, with beverages provided by Pepsi and snacks provided by Doritos. Skullcandy is excited to be the official audio partner of “The Warner Sound Captured by Nikon,” whose showcases embody the diversity and spirit of SXSW. Skullcandy is proud to be part of the events.

Follow @thewarnersound on Twitter (<http://twitter.com/thewarnersound>) for more announcements about WMG’s SXSW® showcases at “The Warner Sound Captured by Nikon.”

(SCHEDULE ATTACHED)

ABOUT NIKON: Nikon, At the Heart of the Image™. Nikon Inc. is the world leader in digital imaging, precision optics and photo imaging technology and is globally recognized for setting new standards in product design and performance for its award-winning consumer and professional photographic equipment. Nikon Inc. distributes consumer and professional digital SLR cameras, NIKKOR optics, Speedlights and system accessories; Nikon COOLPIX® compact digital cameras; 35mm film SLR cameras; Nikon software products and Nikon sports and recreational optics as well as the new Nikon 1 advanced camera with interchangeable lens system. In 2011, production of NIKKOR lenses surpassed 65 million, creating a new milestone in Nikon’s heritage of superior optics. For more information, dial (800) NIKON-US or visit <http://www.nikonusa.com>, which links all levels of photographers to the Web’s most comprehensive photo learning and sharing communities. Connect with Nikon and other photographers on Facebook at <http://www.facebook.com/nikon> and get the latest news and information from Twitter by following @Nikon_USA.

ABOUT WARNER MUSIC GROUP: With its broad roster of new stars and legendary artists, Warner Music Group is home to a collection of the best-known record labels in the music industry including Asylum, Atlantic, East West, Elektra, Nonesuch, Reprise, Rhino, Roadrunner, Rykodisc, Sire, Warner Bros. and Word, as well as Warner/Chappell Music, one of the world’s leading music publishers, with a catalog of more than one million copyrights worldwide.



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“THE WARNER SOUND CAPTURED BY NIKON”
Live @ SXSW March 13th – 15th

EVENING SCHEDULE

TUESDAY, MARCH 13TH

Chuckie
Santigold
Theophilus London
Flux Pavilion
Doctor P
Neon Hitch

WEDNESDAY, MARCH 14TH

Gary Clark Jr.
Dr. John
Dale Earnhardt Jr. Jr.
Kimbra
Ed Sheeran
Punch Brothers
LP

THURSDAY, MARCH 15TH

B.o.B & T.I.
Wale
Meek Mill
Curren\$y
Stalley
Kirko Bangz
XV
Snow Tha Product
DJ Drama
Sway (Host/MC)

DAYTIME SCHEDULE

WEDNESDAY, MARCH 14TH

fun.
Geographer
The Chain Gang of 1974
Avalanche City
“Your 1 Shot” Contest Winner

THURSDAY, MARCH 15TH

Kimbra
Crystal Fighters
The Staves
We Are Augustines
Lost In The Trees



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