

****For Immediate Release****



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**The Ripple Effect of SXSW –
Benefits Capital Area Food Bank
*WhoLinksToMe.com Donates over 5K of Bottled Water***

Austin, TX (Tuesday, April 14, 2009) -- Austin-based WhoLinksToMe.com recently celebrated their official launch at this year's SXSW. In a downward economy they were uncertain of what to expect, but the conference and its participants generated considerable buzz for the venture. Since SXSW, Ryan Russell, Founder and CEO of Star Nine, the developer of WhoLinksToMe.com, has kept a full schedule of meetings to address the newfound interest in what the online-tool has to offer. What he and his crew at Star Nine did not anticipate was the resulting opportunity to give back to the Austin community. With over 5,000 bottles of custom labeled flavored water called "Link Juice," an industry term used to describe the power conveyed in links between websites, the team made the decision to donate the water to the Capital Area Food Bank.

"After discussing various ways we could utilize the Link Juice for future promotion, we realized we had a much greater opportunity to give back to our own community," stated Russell. "To say we were pleased with our choice to launch at SXSW Interactive is an understatement, but the fact that we are able to turn our efforts into a donation to help our local community is especially gratifying for us."

One of the Star Nine team members had previously volunteered at Capital Area Food Bank and was able to witness first-hand how incredibly valuable the organization is to the Central Texas community. Not surprisingly, the economic dip is impacting many Central Texas families and Capital Area Food Bank cites an increase in the amount of people in need of emergency food assistance, many of them for the first time. The food bank is meeting that need to the best of their ability. However, with financial contributions at a low, they grow more and more dependent on donations from individuals, businesses and families within the community. "These are challenging times for many of our Central Texas neighbors. A small investment of time, talent or funds is often the difference between a child, family or senior in our community going hungry or having nutritious food to eat," stated David Davenport, President and CEO of Capital Area Food Bank of Texas.

WhoLinksToMe.com's audience is worldwide but the focus of their philanthropy resides close by. They chose Austin as their headquarters because of the city's amazing culture and the nature of its community. "Although these are challenging times for everyone," continued Russell, "it's also an opportunity for us to reconnect with our own community and make a difference that counts."

About Star Nine, Inc., developer of WhoLinksToMe.com

Based in Austin, Texas, the technology hub of the Lone Star State, Star Nine Marketing, Inc. is a marketing-driven venture creation company. The Star Nine team has an extensive background in every facet of search

marketing. This skill set, along with the company's core values, forms the backbone of the projects they engage in and the partnerships they cultivate. Follow us on Twitter - [@WhoLinksToMe](#)

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