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FOR IMMEDIATE RELEASE

# Madison-based Murfie selected to join elite group of start-ups at exclusive "START" event in Dublin, Ireland

**MADISON, Wisc. – Oct. 10, 2012 – Murfie Inc.**, the online social music marketplace that offers consumers a one-stop-shop to send and store physical CDs while they buy, sell, trade, download and stream music online, today announced its selection as one of the elite start-ups to participate in the inaugural **START** event in Dublin, Ireland Oct. 17 and Oct. 18. **START**, the sister event to the acclaimed **f.ounders conference** and newest addition to this year's **Web Summit**, brings together "150 of the world's most exciting and disruptive startups" along with a selection of the world's most prolific investors and bloggers.

Dublin's Web Summit is Europe's largest technology conference, attracting more than 200 international speakers and 3,000 attendees from 50 countries. "Coming from Madison, Wisc., we're honored to have been recognized alongside such a small and exclusive group of early-stage startups from around the globe," said Matt Younkle, co-founder and CEO of Murfie Inc. "It's a fantastic opportunity to network with international business leaders and entrepreneurs and share with them our innovative business model. Of course, we're also excited to conduct some in-field research on the differences between Irish and Wisconsin beer!"

The **START** invitation comes as an exciting next step for the one year old Murfie. Younkle and co-founder, Preston Austin, recently completed the **2012 Boston TechStars program**, considered the No. 1 startup accelerator in the world with only 1 percent of applicants being accepted, and closed a funding round of \$1.4 million earlier this year.

## About Murfie

Founded in June 2010 and launched to the public in May 2011, Murfie Inc. ([www.murfie.com](http://www.murfie.com)) is the online social music marketplace that provides consumers with unparalleled access to and ownership of their music collection in both physical and digital formats. It is a one-stop-shop for storing, streaming, downloading, buying, selling and trading music online. Murfie is a central place for users to discover new music, rediscover old favorites and sell or trade the albums they no longer listen to – all from the convenience of any web-enabled device.

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