



Tickets.com, StubHub and Ballena Technologies score a Triple Play for the San Francisco Giants

COSTA MESA, CA – February 2, 2009 – Tickets.com, a leading worldwide provider of integrated ticketing solutions, StubHub, the world's largest ticket marketplace and Ballena Technologies, the premier producer of high-resolution 3-D maps of sports and entertainment venues, announce the formation of a strategic partnership to deliver enhanced seat map functionality. For the first time, venues will be able to combine real-time ticket inventory from both the primary and secondary ticket markets into one seat map view. As part of the online ticket purchase, patrons will easily be able to determine if seats are available in their desired section. Additional functionality will allow fans to buy tickets directly from the panoramic Ballena map view.

The San Francisco Giants will be the first to implement Tickets.com's Ballena-enabled ProVenue ticketing system. "The Giants organization prides itself on being a leader in the adoption of technology to improve the fan experience. The combination of primary and secondary ticket inventory on a Ballena map continues that tradition," said Russ Stanley, managing vice president of ticket services and client relations for the Giants. "Fans love to see what the view will be from different sections in the ballpark; when they find seats they like, we want them to be able to buy."

Tickets.com chose to partner with Ballena because of their market-leading position in the sports and entertainment industries. Brett Michalak, chief information officer, Tickets.com, said, "The Ballena integration is another example of our strategy to leverage best-in-class partners to help us release innovative products into the ticketing marketplace."

For StubHub, this partnership acts as yet another avenue to give fans as many choices as possible. "Giving Giants fans the ability to view both primary and secondary ticket availability from the same map will enhance the fan experience and provide an additional customer acquisition channel for us", says Jeff Spaulding, director of business development, StubHub. The Ballena integration is one of several collaborative efforts between StubHub and Tickets.com. The two companies have joined forces through the MLB secondary ticketing platform integration and, in September, extended the integration to the HSBC Arena in Buffalo and the Buffalo Sabres NHL franchise.

Richard Sherratt, Ballena's chief executive officer, added, "We are excited to be part of such a major announcement in the ticketing industry and to showcase our integration with Tickets.com and StubHub."

Tickets.com, StubHub and Ballena Technologies will demonstrate a proof of concept of their seat map functionality at INTIX's upcoming 30th Annual Conference and Exhibition in Salt Lake City, Utah, February 3-6, 2009.

About Tickets.com

Tickets.com is a leading provider of fully integrated event ticketing solutions for thousands of top arts, entertainment, and sports organizations worldwide. Delivering the latest in ticketing technology, Tickets.com offers the advanced ProVenue[®] ticketing platform, which serves the core of a comprehensive suite of integrated features, products, and services that help clients enhance ticket sales, marketing efforts, and overall customer experience. A privately held subsidiary of MLB Advanced Media, LP, since 2005, Tickets.com is headquartered in Costa Mesa, CA, and has regional offices across the U.S. and around the world. The company also sells tickets directly to consumers at www.tickets.com.



About Ballena Technologies

Ballena Technologies Inc. offers a unique sales and marketing tool for professional sports teams, venue owners/operators, and Internet-based ticket solutions. Ballena is positioned as the market leader in interactive venue visualizations, using extremely high-resolution 3D computer-generated models viewable at low-speed internet connections. Ballena Technologies creates realistic seating visuals to improve the online ticketing experience by familiarizing potential customers with a facility, creating excitement, sales and customer satisfaction. Ballena's Seats3D product is currently in use at MLS, NBA, NHL, NCAA, NFL, MLB, and NASCAR facility websites.

For more information on Ballena Technologies visit www.seats3d.com.

About StubHub

StubHub is the world's largest ticket marketplace, enabling fans to buy and sell tickets to tens of thousands of sports, concert, theater and other live entertainment events. StubHub reinvented the ticket resale market in 2000 and continues to lead it through innovation. The company's unique online marketplace, dedicated solely to tickets, provides all fans the choice to buy or sell their tickets in a safe, convenient, and highly reliable environment. All transactions are processed and delivered by StubHub and backed by the company's FanProtect Guarantee(TM). Company partners include the New York Yankees, Chicago Bears and the University of Southern California along with nearly 60 teams in the NFL, MLB, NBA, NHL and NCAA, complemented with music artists like Madonna and companies such as ESPN and American Express.

StubHub is an eBay company (NASDAQ: EBAY). For more information on StubHub, visit www.stubhub.com

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