



## **Tickets.com and VANOC Exceed Expectations During First Phase of Ticketing for the 2010 Winter Olympic Games**

**Costa Mesa, CA – November 17, 2008:** Tickets.com, a leading global provider of integrated ticketing solutions, is the Official Supplier of ticketing services for the upcoming Vancouver 2010 Olympic and Paralympic Winter Games. In association with the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC), Tickets.com has activated the ProVenue® Ticket Management System (PV-TMS), which supports all aspects of the ticket sales process, including the Olympic ticket request and lottery programs, ticket sales for Olympic and Paralympic events, the ticket management and auction programs, ticket printing and fulfillment, and staffing and management of all Games-time ticket offices.

The Phase 1 Request Period was open to Canadian residents from October 3 through November 7 at [www.vancouver2010.com](http://www.vancouver2010.com). With the goal of ensuring efficient and fair ticket distribution under large request volumes, Tickets.com incorporated the PV-TMS technologies and first-class customer service, giving Canadians nationwide the only opportunity to obtain tickets for all competitions and ceremonies, including the most popular events.

"The unique needs, massive volume and security concerns that factor into Olympic ticketing are challenges we've had the privilege of addressing with best-in-class solutions since Atlanta over a decade ago," said Larry Witherspoon, chief executive officer, Tickets.com. "In terms of volume, Vancouver presented a unique challenge; compared to the Salt Lake 2002 Olympic Winter Games, in phase one alone Vancouver has already had two times the total tickets requested."

### **Vancouver 2010 Olympic Winter Games ticket requests by the numbers:**

- Total value of tickets requested by Canadian residents from October 3 to November 7: \$345 million
- An estimated 120 of 170 sessions will be allocated by lottery
- Dollar value of requests submitted on November 7 alone was 182 percent of the total dollar value of tickets allocated during phase one of the Salt Lake 2002 Olympic Winter Games
- 18.4 million page views from October 3 to November 7
  - More than 3.5 million page views on November 7 alone

In total, approximately 1.6 million tickets will be sold for the Vancouver 2010 Olympic Winter Games and 250,000 for the Paralympic Games (which go on sale May 6, 2009). Ticket prices for Olympic sports events range from \$25 to \$775, with over 50% of them priced at \$100 or less. Admission for the Opening and Closing Ceremonies ranges from \$175 to \$1,100.

"Our first phase was a tremendous success," said Caley Denton, vice president, ticketing and consumer marketing for the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC). "The website developed by Tickets.com was easy to use and held up under incredible volume including \$135 million in requests on the final day."

The management of ticketing solutions and customer relations for VANOC – which includes Official Supplier sponsorship rights – is part of a five-year partnership between Tickets.com and VANOC. As part of the agreement, Tickets.com is also an official supplier to the 2008, 2010, and 2012 Canadian Olympic teams. The company's partnership with VANOC builds on Tickets.com's long history and



proven track record in Olympic ticketing, which includes the Atlanta 1996 Summer Games, the Sydney 2000 Summer Games and the Salt Lake 2002 Winter Games. Tickets.com is also providing ticketing services to select Vancouver 2010 Cultural Olympiad performances and Sport events in 2009 and 2010.

### **About Tickets.com**

Tickets.com is a leading provider of fully integrated event ticketing solutions and services 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](http://www.tickets.com).

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