



Tickets.com Launches ProVenueMobile™, the Industry's First Mobile Website that Enables Customers to Buy and Receive Tickets Entirely through their Mobile Phones

Costa Mesa, CA – November 10, 2008: Tickets.com, a leading global provider of integrated ticketing solutions, announces the November 5, 2008 launch of ProVenueMobile, a mobile version of their consumer-facing website. The site will establish Tickets.com as the first in its industry to offer customers the ability to complete a ticket transaction from a mobile phone without having to "click to call," and the first to offer such a service that is seamless and compatible with all makes and models of Internet-enabled mobile phone devices.

"We are excited about this technology, and view it as a major breakthrough for our company and for our clients," said Larry Witherspoon, CEO, Tickets.com. "Staying ahead of the curve through industry-leading innovation, as well as delivering unparalleled customer support, is our chief mission. Offering this versatile and convenient mobile platform gives Tickets.com the opportunity to reach new milestones in both areas. We are delighted to be able to introduce a green, paperless technology into the marketplace. In early 2009 we look forward to offering website mobilization services to our clients."

By extending the functionality and services of Tickets.com – including full e-commerce – to the mobile web platform <http://mobile.tickets.com>, full-circle ticket purchases can be made 24/7 on any handheld mobile device. Missing an on-sale time, waiting in line and being put on hold will be things of the past. The Usablenet Mobile-supported site integrates seamlessly with all web-enabled devices from smart phones (Blackberry, iPhone, Treo, etc.) to basic cell phones with web access. It supports all browsers, file formats, carriers and other technologies, so that Tickets.com customers can shop for and purchase tickets from anywhere, anytime.

The new mobile consumer website ProVenueMobile meshes perfectly with Tickets@Phone®, the groundbreaking mobile ticket delivery feature launched by Tickets.com in 2006 that is increasingly in demand given the rapid growth in the mobile marketplace. Combined with the company's Tickets@Phone technology, the new mobile-web platform – developed by mobile technologies leader Usablenet – allows Tickets.com consumers to both purchase and digitally receive tickets entirely on their mobile phones from any Tickets.com client venue enabled with Tickets@Phone functionality. The technology delivers barcoded tickets directly to customers' mobile phones immediately following purchases. The day of the event, the customers simply present their mobile phones for quick and efficient scanned entry into the venue, making the entire ticket transaction experience as simple and convenient as possible.

"The mobile web is a market that is experiencing rapid growth and adoption among consumers. We are partnering with companies like Tickets.com that understand the value of the mobile channel to interact with their customers," said Nick Taylor, President, Usablenet. "Our goal is to enable customers to successfully and seamlessly access the Website, including all functionality, through an interface customized for their specific mobile device. It's all about expanding choices and maximizing innovation – when we're able to partner with a company that's as dedicated to that as we are, it's truly rewarding."

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.

About Usablenet

Usablenet's unique mobile Web platform, Usablenet Mobile, is a fully managed service that enables companies to translate all existing Web site functionality to a full-featured mobile interface. Usablenet Mobile provides leading brands with a new channel to extend marketing, commerce and client service efforts to their customers' mobile phones. The solution requires no IT resources on the client side, works on all Web-enabled mobile devices worldwide and can be implemented in six weeks. Usablenet customers include American Airlines, Amtrak, Limited Brands, Nissan and Pfizer. Founded in 2000, Usablenet is a private company headquartered in New York City with offices in Italy. For more information, visit www.usablenet.com

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