



Tickets.com to Launch ProVenueMobile™ At INTIX 2009

New Product Offering for Clients, Enabling Full-Circle Client-Branded Ticket Transactions from a Mobile Phone

Costa Mesa, CA—January 27, 2009: Tickets.com, a leading global provider of integrated ticketing solutions, announces plans to introduce ProVenueMobile™, a client product offering that will allow patrons to purchase tickets from their mobilized website. The offering will launch during the 30th Annual INTIX (International Ticketing Association) Conference & Exhibition in Salt Lake City, UT, taking place February 3-6, 2009.

ProVenueMobile—which is compatible with all makes and models of Internet-enabled mobile devices—sets a new standard in the ticketing industry to activate individual mobile websites that allow ticket buyers to search listings and make real-time purchases from a mobile phone without the need to “click to call” to complete the transaction. Following a purchase, customers can then digitally receive unique bar-coded tickets using the proprietary Tickets@Phone® technology from Tickets.com, enabling a seamless, full-circle mobile ticket-buying experience.

Tickets.com clients mobilizing their websites through the ProVenueMobile suite of services will reap the benefits of the booming mobile sales channel, including expanded reach and increased revenue through the proliferation of mobile devices worldwide. ProVenueMobile extends a client’s existing e-commerce site into a mobile experience, and is completely seamless to site visitors. On the consumer side, buyers have the ultimate flexibility of purchasing tickets anytime, from anywhere. They can conveniently access a venue, organization or team’s branded mobilized site and online ticket inventory 24/7, never again having to miss an on-sale date or navigate box office lines.

“The mobile web market is undergoing explosive growth and coming into the mainstream rapidly,” said Larry Witherspoon, chief executive officer, Tickets.com. “Offering website mobilization to our clients is an essential factor in continuing to be at the forefront of technological innovation in the ticketing industry. We are proud to have the first mobile ticketing site that allows our clients the opportunity for brand differentiation and growth.”

For the technology powering ProVenueMobile, Tickets.com partnered with Usablenet, a recognized leader in providing companies with the means to translate all existing website functionality to a full-featured mobile interface. The ProVenueMobile platform works in perfect synergy with Tickets@Phone®, a feature launched by Tickets.com in 2006 that delivers bar-coded tickets directly to mobile phones. This combination of breakthrough technologies allows for an entirely mobile, green and secure ticket transaction.

For more information on ProVenueMobile, visit <http://www.ProVenueMobile.com>.

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.

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