



## **Tickets.com Successfully Launches ProVenue®, the Industry's Most Advanced Ticketing Solutions Platform**

**COSTA MESA, CA – October 8, 2008** – Tickets.com, a leading worldwide provider of integrated ticketing solutions, has launched ProVenue®, its new, innovative full-service ticketing platform. Developed and rigorously tested by Tickets.com, ProVenue is a turnkey solution and the industry's most technologically advanced and sophisticated ticketing services product. It officially went live on September 13, 2008, flawlessly enabling the inaugural on-sale day for fifteen major shows comprising the opening season of the newly renovated Wellmont Theatre in Montclair, NJ.

Designed to enhance and simplify how venues sell tickets – as well as how consumers perceive their ticket transaction and gate entry experiences – ProVenue heralds the future of hassle-free, secure ticketing and venue access. The platform employs a flexible, web-based open systems architecture and browser-based interface that seamlessly integrates a comprehensive suite of Tickets.com technologies including Tickets@Home®, Tickets@Phone™ and the e-communication marketing platform Campaign Creator™. ProVenue's standardized and versatile open architecture also allows the platform to support a wide variety of third party applications.

"The development and launch of ProVenue is a milestone that's the result of the concerted efforts of our entire company over the last three years," said Larry Witherspoon, Chief Executive Officer, Tickets.com. "I thank and congratulate everyone for their contributions and achievements. We couldn't be more pleased than we are with the out-of-the-gate success ProVenue has had with the initial on-sales. Going forward, Tickets.com is committed to the ongoing development of ProVenue® with the best emergent and breakthrough technologies, and to expanding the platform's presence with venues and organizations worldwide."

Tickets.com unveiled ProVenue in January 2008 at INTIX, the International Ticketing Association's annual conference. A full-service enterprise ticketing software platform, ProVenue delivers flexible and robust data management tools that enable venues to establish and maintain long-term relationships with their patrons. The ProVenue platform's web-based open architecture enables expansion and upgrades with minimal impact on systems, simplifies data sharing and allows many different applications to interact without requiring complex custom business development solutions.

Tickets.com is known for its mission to be at the vanguard of ticketing technology. Other company milestones include being the first ticketing services provider to: introduce automated ticketing kiosks; integrate a secondary market product (Replay Ticket Exchange™); and the first in North America to implement Tickets@Phone, digitally delivering tickets to mobile phones.

### **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).