



## The Boston Red Sox Sign a Multi-Year Contract Extension with Tickets.com®

Agreement to include ProVenueMobile™ ticketing and Primary Ticket Auctions

**Costa Mesa, CA— APRIL 29, 2009:** Tickets.com, a leading global provider of integrated ticketing solutions, announced that it has signed a multi-year contract extension with Major League Baseball's Boston Red Sox. With the regular season underway, the seven-time World Series Champions head into 2009 with enhanced ticketing functionality for their fans and their organization. The renewal encompasses Tickets.com products including ProVenueMobile™, Tickets@Phone®, Primary Ticket Auctions, and Automated Kiosks.

"We're proud of our company's long association with the Red Sox," said Larry Witherspoon, chief executive officer, Tickets.com. "I'm pleased that we have the opportunity to serve the club with website mobilization and other upgrades this year. Our goal is to help the franchise score wins in brand differentiation, fanbase expansion, and customer service so that they can concentrate all their efforts on playing a successful season."

The Red Sox will go live with ProVenueMobile this season, making them the third MLB franchise on the Tickets.com client roster to implement the product after the Oakland A's and Milwaukee Brewers. ProVenueMobile enables full-circle, branded ticket transactions to be made 24/7 from any mobile phone model directly through the client's mobilized website. To further maximize the potential of ProVenueMobile, the Boston Red Sox will simultaneously adopt the proprietary Tickets@Phone technology from Tickets.com into its suite of ticketing solutions. Tickets@Phone functionality allows customers to digitally receive unique bar-coded tickets on their mobile phone for a 100% mobile, secure, paperless—and green—ticket buying experience.

Other consumer friendly additions to the Boston Red Sox ticketing service agreement include enhanced functionality through Tickets.com technology via Automated Kiosks and Primary Ticket Auctions for select games. Both features increase the avenues through which patrons can acquire tickets. Automated Kiosks provide a convenient, easy way to get tickets without waiting in long box office lines; Auctions can serve as a fair means to acquire premium seats to key sold-out games. Other MLB teams employing Primary Auctions include the A's, the Cubs, the Giants and the Tigers.

"Extending our relationship with Tickets.com gives me total confidence that we will be providing state-of-the-art functionality for our fans," said Mike Dee, chief operating officer, Boston Red Sox. "With technology like ProVenueMobile, game attendees will have more options and ease of use than ever before."

### **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](http://www.tickets.com).

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