



Tickets.com Partners with Thumbplay, Inc. to Offer Mobile Content

Tickets.com to Enhance its Consumer-Facing Website by Offering Mobile Entertainment Downloads through Thumbplay

COSTA MESA, CA – September XX, 2008 – Tickets.com, a leading global provider of integrated ticketing solutions, has teamed with Thumbplay – the #1 mobile entertainment provider in North America – to offer music, videos, games and other content on www.tickets.com. The deal was announced today and the content is available now.

Thumbplay's extensive and ever-growing entertainment library currently consists of more than 100,000 pieces of licensed content. The partnership allows Tickets.com to deliver innovative value-added features to its online consumer base and to enhance their experience while visiting the site. New users who subscribe through www.tickets.com receive bonus downloads with their new subscription.

"Our vision is to increasingly build out the Tickets.com website to encompass experiences in addition to ticket transactions," said Sheri Fink, online marketing manager, Tickets.com, "and we're especially excited about launching our partnership with Thumbplay. "Their commitment to leading the mobile entertainment content industry with groundbreaking ideas and technologies and to providing a seamless customer experience is a mission that we share. I am certain that our individual ticket consumers, particularly the ones making use of our technological innovations including Tickets@Phone™, will appreciate the ease of the service."

Thumbplay has maintained and grown its leadership position in the industry by providing its consumers with the best possible customer experience, including live, "24/7/365" customer service and a commitment to delivering the largest catalog of entertainment possible. Thumbplay's "locker" service also allows users to automatically back-up and store purchased items.

Available features include; licensed music, video and gaming content from some of the world's largest entertainment companies, including EMI, Sony BMG Music Entertainment, Universal Music Group, Warner Music Group and Sony Pictures Television, as well as several independent labels and artists and video game companies. Moreover, based on Thumbplay's reputation for exceptional customer care and technological innovation, MTV recently tapped the company to power personalization content for the music giant's mobile content site.

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 Thumbplay

Thumbplay, Inc. is defining the mobile entertainment experience for U.S. consumers. As the largest and fastest growing mobile entertainment content destination, Thumbplay gives consumers access to the broadest and deepest catalog in the industry, spanning audio, video and gaming content from the leading music labels and artists, game publishers and media companies. Its innovative delivery and marketing platform makes it easy for users to discover, manage, store and share mobile content online and on their wireless devices.



Headquartered in New York City, Thumbplay was founded in September 2004 by Are Traasdahl and Evan Schwartz. It is backed by Bain Capital Ventures, SoftBank Capital, i-Hatch Ventures, Redwood Partners, New Enterprise Associates, Meritech, Brookside Capital Partners and Cross Creek Capital. More information can be found at www.thumbplay.com or at m.thumbplay.com from a mobile phone.