



Tickets.com's Stored Value Ticket Program Makes a Big Splash at San Francisco Giants FanFest

COSTA MESA, CA – February 12, 2009 –Tickets.com and closed loop card technologies provider Givex conducted a successful pilot of their stored value technology, Uptix™, at the Giants 16th Annual FanFest at AT&T Park in San Francisco. Uptix enables cash value, select merchandise and other data to be stored on individual tickets, which event-goers can then redeem at any point of purchase location. The Giants are calling the program Splash Tix and will roll out the first phase of the implementation to select season ticket holders and groups.

John Rizzi, director of product strategy and marketing, Tickets.com, attended FanFest and was impressed by the positive response to the Splash Tix program. "From day one, the Giants will have the highest volume and most ambitious stored value program in baseball. Tickets.com is proud to partner with the Giants and Givex to make it happen."

The successful test proved to the Giants that their Splash Tix program is ready for the first phase of the implementation. "We are very happy with the results from Fanfest; this is a great way for groups to add concessions and improve their game-day experience", said Devin Lutes director of ticket services for the San Francisco Giants. The Giants are also using the program to help retain season ticket holders in their View Level Reserved section by adding \$5 of cash value to each game. "We think Splash Tix is a great way to give our season ticket holders additional value for their continued loyalty", concluded Lutes.

"I'm very pleased! This test confirmed our confidence in this innovative program, and now we're ready for Opening Day", said Dan DeMato, president of FutureTix, who also attended FanFest and is consulting on the Uptix product.

Other MLB teams are in discussions with Tickets.com to implement Uptix for the upcoming season. Those teams can take advantage of other Uptix functionality such as adding value to any ticket in the ball park during the game. This feature provides myriad promotional and sponsorship opportunities including rewards tied to on-field events. Uptix can also be configured to allow single-game ticket buyers to add value to their tickets during the purchase process.

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.

About Givex

Givex is known for innovative stored-value technology that has driven customer acquisition and retention programs for clients in 35 countries since 1999. Givex provides a broad range of profit enhancing processes that seamlessly integrate gift cards, loyalty engines, e-coupons and targeted email campaigns. This innovation is also backed up by years of experience and the relentless pursuit of excellence that defines our technology and client support. Find out more at www.givex.com

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