



### ***How does Tickets.com fit into the ticketing industry landscape?***

Tickets.com is the nation's second largest seller in the primary ticketing market (direct sale of live event tickets to consumers). Through our automated ticketing systems, we enable entertainment and sports organizations to sell their tickets online, via retail outlets, kiosks, call centers and interactive voice response systems. Tickets.com is a subsidiary of MLB Advanced Media, LP, the interactive media and Internet Company of Major League Baseball.

### ***Can you explain the primary ticketing market?***

The live event primary ticketing market involves the direct sale of tickets to the consumer by the organization or venue that owns, sponsors or holds the event.

### ***How is your company different from companies in the secondary market?***

We enable our customers to sell their own tickets. The secondary ticketing market is a resale distribution channel. Tickets in the secondary market have already been sold by the team, venue, etc. The secondary ticketing market offers consumers and ticket brokers a distribution channel to buy and sell tickets. Unlike tickets in the primary market, which are sold at a preset price, tickets in the secondary market are priced based on supply and demand.

### ***What advantages do you offer over your competitors?***

We feel that our client service and support is superior to that of our competitors. We lead the industry in technology and were the first to market with several technological advancements. For example, we were the first to enable ticket printing from home, first to deploy automated kiosks, and first to deliver tickets to mobile phones. We also offer our clients the flexibility of licensing our software or utilizing our full-service capabilities. We provide clients with ownership of their data for a 360° view of consumer buying habits and behaviors. We help our clients promote their brand through their own private label web pages. In addition, we are the only company that provides clients with upsell and cross-sell capabilities, enabling them to increase their revenues.

### ***Who are Tickets.com's clients?***

We serve the primary live event ticketing market, so our clients include all types of venues and organizations that sell tickets directly to the consumer. Among our clients are sports venues and teams, performing arts theaters and organizations, nightclubs, festivals, theme parks, fairs and museums.

### ***What industry trends have you seen recently that impacts your business?***

The Internet has been the most significant catalyst for change in the ticketing industry over the past ten years. Approximately 80 percent of live event tickets are now purchased online. Consumer demand for new technology that makes the ticket buying and event-going experience easier and more convenient has changed the methods in which tickets are delivered. We were one of the first live event ticketing solutions providers to enable ticket printing from home computers and we are now the first to deliver tickets to mobile phones via an MMS or picture message.



***What new products or technologies are on the horizon?***

We continually invest time and money into our infrastructure to add value for our clients as well as their fans and patrons. As previously mentioned, we have developed several industry "firsts" and plan to continue delivering products and technologies that make our clients' ticketing operation more profitable and efficient, while making the ticket buying experience easier and more convenient for consumers.

***What is your relationship with Major League Baseball Advanced Media?***

We are a subsidiary of Major League Baseball Advanced Media, LP, the interactive media and Internet company of Major League Baseball.

***Do you have clients that are not related to Major League Baseball?***

Yes. In fact, 72 percent of our revenue is derived from non-baseball clients.

***Do you only provide online ticket sales?***

No. In addition to enabling our clients to sell tickets over the Internet, we also offer ticket sales via retail outlets, unmanned kiosks, call centers and interactive voice response systems.

***Is Tickets.com public or private?***

Tickets.com is a privately held company.

***What was your revenue and income last year?***

As a private company, we do not disclose any financial information.

***When does the company's fiscal year begin and end?***

Our fiscal year is on a calendar year.

***Where is Tickets.com's corporate headquarters located?***

Costa Mesa, California.

***When was the company incorporated?***

January 25, 1995