

## Fandango to Celebrate a Decade of Moviegoing with 10 Cent Ticket Giveaways and 10th Anniversary Guide

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Fandango, the nation's leading moviegoer destination, will celebrate its 10th anniversary this month with a variety of promotions and special content, including 10 Cent Ticket Giveaways, 10% off Fandango Bucks and a 10th Anniversary Guide (featuring "Fan Favorites of the Decade").

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Film fans can find more about the anniversary specials at [www.fandango.com/10](http://www.fandango.com/10).

Fandango has grown from a small start-up, selling its first ticket in June of 2000, to a highly recognized consumer destination, reaching an average of 12 million monthly unique visitors in 2010 (according to comScore), with its online, phone and mobile ticketing.


As part of its celebration, Fandango will host a number of 10 Cent Ticket Giveaways throughout the month. To be announced exclusively on Fandango's Facebook page ([www.facebook.com/fandango](http://www.facebook.com/fandango)) and via Twitter ([www.twitter.com/fandango](http://www.twitter.com/fandango)), Fandango will randomly offer limited supplies of movie tickets available for 10 cents each. The company is also offering 10% off its online movie gift certificates, Fandango Bucks, for the entire month of June. Visit [www.fandango.com/10](http://www.fandango.com/10) for details.

The Fandango 10th Anniversary Guide showcases photo galleries and "top lists," including:

- Fandango's Top 10 Ticket-Sellers of the Last Decade (led by *Avatar*).
- Fan Picks for The Top 10 Actors and Actresses (led by Johnny Depp and Sandra Bullock).
- The Top 10 Greatest One-Liners of the Last Decade (including *The Dark Knight's* "Why So Serious?", *300's* "This is Sparta," and *Superbad's* "I am McLovin").

"Over the last decade, Fandango has evolved from a ticketing site to become the ultimate moviegoer's destination," says Ted Hong, Chief Marketing Officer for Fandango. "We've seen tremendous growth, and we've made moviegoing easier. We will continue to work with our theater partners to innovate and expand our offerings, including more Print-at-Home ticketing, reserved seating and Mobile Ticket redemption across the country."

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