

National Press Release[← Back to Press Releases Index](#)

Oakland Athletics Become First Major League Baseball Club to Fully Leverage the Potential of ProVenueMobile(TM) From Tickets.com

PR Newswire

COSTA MESA, Calif., Feb. 8 /PRNewswire/ -- Tickets.com, a leading global provider of integrated ticketing solutions, announced that the Oakland A's recently became the first Major League Baseball Club to implement the full functionality of ProVenueMobile™. Tickets.com is the only ticketing provider in North America to offer client-branded web site mobilization. Using this technology, Athletics fans can complete full-circle, real-time ticket transactions from select Internet-enabled mobile devices without downloading an application. Search, selection, payment and ticket delivery (using Tickets@Phone®) can be done directly through the Athletics mobile web site at wap.oaklandathletics.com without the need to "click to call" or access a computer.

"We are excited to be making this unrivaled mobile technology available to our fans," said Steve Fanelli, Executive Director of Tickets Sales and Operations, Oakland Athletics. "Staying ahead of advances in the mobile web market is critical in pleasing our fans and growing our organization. With Tickets.com leading the way, we are confident we have the industry's best technologies and customer service in our toolkit."

"ProVenueMobile provides a complete end-to-end ticket buying experience by allowing fans to purchase tickets from their mobile devices and have them electronically delivered via a 2D bar-coded ticket to that device," said Steve DeMots, Senior Vice President, Business Development, Tickets.com.

The Athletics' adoption of ProVenueMobile continues their tradition of innovation in serving their fans; the Athletics were also the first Tickets.com client to offer Tickets@Phone when this convenient and groundbreaking delivery channel was originally introduced in 2007. (Today, Tickets.com remains the only ticket provider in the United States to enable ticket delivery to a mobile device.)

Tickets.com expects it will launch the ProVenueMobile service for other MLB clubs on its client roster before the start of the 2010 baseball season.

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.