



# OAKLAND ATHLETICS

## Media Release

Oakland Athletics Baseball Company • 7000 Coliseum Way • Oakland, CA 94621  
510-638-4900 • Public Relations Facsimile 510-562-1633 • [www.oaklandathletics.com](http://www.oaklandathletics.com)

FOR IMMEDIATE RELEASE:

Feb. 8, 2010

A's Become First MLB Club to Fully Implement ProVenueMobile™ from Tickets.com

**OAKLAND, CA**—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™, the club and Tickets.com jointly announced today.

Tickets.com is the only ticketing provider in North America to offer client-branded web site mobilization. Using this technology, A's fans can complete full-circle, real-time ticket transactions from Internet-enabled mobile devices without downloading an application. Search, selection, payment and ticket delivery (using Tickets@Phone®) can be done directly through the A's mobile web site at [wap.oaklandathletics.com](http://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. "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 tool kit."

"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 A's adoption of ProVenueMobile continues its tradition of innovation in serving its fans; the A's were also the first Tickets.com client to offer Tickets@Phone when that 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.

For more information about the A's and Tickets.com, go to their web sites at [www.oakland.athletics.com](http://www.oakland.athletics.com) and [www.tickets.com](http://www.tickets.com).

# # # #

**Contact:** Bob Rose, (510) 563-2380  
[brose@oaklandathletics.com](mailto:brose@oaklandathletics.com)