

NEWS



Mobi-Tickets Used For 'Molson Canadian Rocks Revealed' Mystery Band Concert

TORONTO, CANADA, October 18, 2006 — Molson's highly secretive 'Molson Canadian Rocks Revealed' event kicked off last night at the Phoenix Concert Theatre headlined by Billy Talent who was ultimately 'revealed' as the mystery band. Aside from the mystery band component, tickets for this sell-out event also generated a huge amount of interest as this is the first time ever mobile ticketing has been used for an event of this kind in Canada.

MyThum Interactive, Canada's leading mobile media company teamed up with Mobiqa, the world leaders in mobile ticketing solutions, to provide the mobi-ticket™ service for Molson Canadian Rocks Revealed. Music fans could get their hands on a mobi-ticket for the event by entering the competition: 'Guess the Band to Score Free Tix to the Show.' Clues were given out about the mystery band and those who correctly guessed the answer won a pair of tickets for Molson Canadian Rocks Revealed.

Mobile ticketing allows fans to receive their ticket direct to their mobile phone in the form of a barcoded message. It is a more convenient method of delivery for customers and more cost effective for event organisers. mobi-tickets for Molson Canadian Rocks Revealed were presented at the entrance to the venue and scanned by staff allowing music fans to enjoy the energetic performance by Billy Talent.

Those attending the event were impressed by the convenience of using mobi-tickets compared to traditional paper ticketing. One fan commented, "It is definitely better having my ticket sent straight to my phone. I didn't have to line up at the box office or wait for my ticket to arrive in the mail and getting into the venue itself was actually much faster using mobi-tickets."

Paul Lipson, Brand Manger of Molson Canadian explained, "Molson Canadian Rocks Revealed generated a lot of interest and buzz among our target consumers and we are proud to be the first company in Canada to use mobi-tickets as a ticketing platform for a live music event. We hope to continue working with MyThum and using Mobiqa's technology in the future as we continue our involvement in live music and sporting events."

About Mobiqa

Mobiqa is the world leader in mobile phone ticketing and mobile phone couponing. Mobiqa's services are based on the delivery of standard barcodes to mobile phones via SMS, MMS and WAP. The company has created a number of 'world firsts' in concert and event ticketing as well as multimedia coupon promotions. Mobiqa's patented technology is available on six continents and in 30 countries including USA and China. Mobiqa is a private limited company headquartered in Scotland. Learn more at www.mobiqa.com

About MyThum Interactive Inc.

MyThum Interactive is Canada's leading mobile media company, helping brands and broadcasters to build a direct relationship with consumers through their mobile phone. MyThum powers mobile strategies using a comprehensive toolkit that includes text messaging, interactive television, rich content, interactive voice response and promotion through out-of-home digital media. MyThum is a privately held company based in Toronto. Learn more at www.mythum.com

About Molson Canada

With roots dating back to 1786 and a time-honoured tradition of brewing quality beers, Molson Canada is proud to be the nation's preferred brewer. The company proudly offers the most popular brands in Canada with an award-winning brand portfolio which includes Molson Canadian, Coors Light, Molson Export, Molson Dry and Rickard's. Molson Canada also partners with other leading brewers to offer such global brands as Heineken, Corona, Miller Genuine Draft and Foster's Lager. Molson operates six breweries, including the boutique brewery Creemore and invests in communities from coast-to-coast through its various charitable initiatives and sports and entertainment sponsorships. Molson Canada is part of the Molson Coors Brewing Company.

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