



## **Washington Nationals to Deliver Tickets to Cell Phones, First US Organization to Use Phones to Gain Entrance to Events**

### **Tickets.com Holds Technology Fair to Introduce Tickets@Phone Delivery to Washington Nationals Fans**

COSTA MESA, Calif., April 26 /PRNewswire/ -- The Washington Nationals, MLB Advanced Media and Tickets.com, Inc. announced today that the Nationals have become the first major organization in the United States to deliver event tickets to mobile phones. The technology is provided by Tickets.com, a leading provider of ticketing solutions, following a successful test of the system during the 2007 Spring Training season.

Nationals fans who purchase tickets on the nationals.com Website can choose to have their tickets delivered to a mobile phone, via a MMS or picture message. The "digital ticket" is then scanned from the phone at a designated gate allowing fans to quickly enter the ballpark. Derek Palmer, Tickets.com's Chief Commercial Officer states: "This technology will contribute to the Nationals' effort to provide the best fan experience by eliminating the need to carry a paper ticket, or to wait in a will call line to pick up their tickets. With Tickets@Phone(TM), fans can purchase a ticket and go directly to the admission gate."

This mobile ticket technology adds to the lineup of other fan-convenient ticketing solutions that the Nationals have introduced over the past two seasons.

The Nationals and Tickets.com have scheduled a Ticket Technology Fair during the April 27th and 28th homestand against the New York Mets. The Fair will showcase Tickets@Phone and other current ticketing technology available to both season and single ticket holders.

Hands-on demonstrations will include My Nationals Tickets, an online management tool designed for season ticket holders to easily manage and track their use of tickets throughout the season on nationals.com. Through this tool, season holders can transfer their tickets to friends and colleagues by e-mail, eliminating the need to mail tickets or arrange to meet at the gate to share tickets. Also on demonstration, season and single ticket holders can learn how to use Replay Ticket Exchange(R), an online tool that enables season holders to resell their unused tickets in a sanctioned environment, and also provides single ticket buyers a method for purchasing quality, hard to get tickets from a reliable source. Tickets@Home, a feature that allows ticket holders to print their own tickets, and Nationals Ticket Kiosks will also be demonstrated.

Fans can visit the Nationals Ticket Technology Fair on the 300 level concourse, adjacent to the Red, Hot and Blue dining area. Tickets.com staff will be on hand when the gates open through the 8th inning. All fans that stop by the Fair for a personal demonstration will receive a free nationals.com t-shirt courtesy of MLB.com.

Tickets for the 2007 season are available at [www.nationals.com](http://www.nationals.com), by calling 888-632-6287, or by visiting any of the following participating outlets: Bradford Banks, CD Game Exchange and Olsson's Books & Records all located throughout Washington, D.C., Virginia and Maryland.

### **About Tickets.com**

Tickets.com, a subsidiary of MLB Advanced Media, LP, the interactive media and Internet company of Major League Baseball, is a premier event ticketing solutions and services provider for thousands of top worldwide entertainment and sports venues.