



ROYAL OAK MUSIC THEATRE OFFERS TICKETS ON YOUR CELL PHONE

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Costa Mesa, Calif.-based Tickets.com announced Thursday that the Royal Oak Music Theatre will begin delivering event tickets to patrons' mobile phones with its new Tickets@Phone ticket delivery method. Currently, Tickets.com is the only ticketing provider offering ticket delivery to mobile phones.

Royal Oak Music Theatre is the first venue outside the sports world to offer ticket delivery to mobile phones. Currently, six Major League Baseball teams are using the Tickets@Phone ticket delivery technology from Tickets.com. Tickets@Phone will be available starting with tickets purchased for the Morrissey performance on Oct. 19.

The 80-year-old art deco theater is offering fans that purchase tickets online the ability to select the Tickets@Phone ticket delivery option to receive tickets on their cell phones via a text message. Consumers receive a digital ticket that includes standard ticket information and a unique barcode that is scanned from their mobile phone at the theater entrance.

"The majority of our patrons are among the younger demographic who send and receive text messages several times a day," said Justin Miller, general manager of the theater. "We want to give them the opportunity to use the latest technology. Allowing Royal Oak patrons the ability to receive tickets on their cell phone does that."

Mobile phone tickets also come with VIP Entrance privileges, including a separate entrance line and priority entry for general admission shows.

In addition to purchasing tickets online at www.royaloakmusictheatre.com, music fans can also buy tickets over the phone at (248) 399-2980, at select Meijer locations throughout Michigan, at Record Time stores in Ferndale and Roseville, or at the Royal Oak Music Theatre box office.

Tickets.com is a subsidiary of MLB Advanced Media, LP, the interactive media and Internet company of Major League Baseball.