



TICKETMASTER RENEWS AGREEMENT WITH THE BRIGHTON CENTRE

Customers can now print their own tickets or receive them directly on their mobile phone

FOR IMMEDIATE RELEASE

London and Brighton Thursday 12th June 2008: Ticketmaster, the world's leading live entertainment ticketing and marketing company has renewed its multi-year deal with the Brighton Centre. The Centre will continue to use the state-of-the-art-ticketing systems developed by Ticketmaster to provide the best possible service for their customers.

Ticketmaster will be providing the Brighton Centre with new cutting edge services TicketFast® and MobileTicket. TicketFast® is a fast and convenient way to receive tickets as ticket purchasers can download and print their own tickets at home rather than waiting for them to be posted or spending time queuing at the box office. Each ticket has a unique barcode for security, which is scanned at the venue using Ticketmaster's access control system AccessManager.

MobileTicket is another innovative service that offers the ultimate in convenience and security to customers. Upon purchase a unique 2D barcode is sent directly to the patron's mobile phone within 24 hours of purchase. Event staff then scan the mobile phone screen with a specialised handset and the ticket is authorised for entry. A resend facility is also available should buyers accidentally delete or lose their MobileTicket, with the original being cancelled and replaced securely by invalidating the old barcode and re-issuing a new one.

AccessManager, Ticketmaster's venue access and ticket authentication system, will allow the Brighton Centre to utilise and coordinate all of these ticketing services, providing a complete ticketing solution for the venue. The system scans each ticket's unique barcode, validating tickets in real-time and deters counterfeiters by identifying invalid tickets and denying access.

Chris Edmonds, Managing Director, Ticketmaster UK said: "I am delighted that the Brighton Centre has chosen to continue using Ticketmaster as their ticketing services provider. Our continued investment in new technology means we can offer the latest innovations in ticketing to our clients and consumers."

The Brighton Centre was the first UK venue to use Ticketmaster's TicketExchange and will continue to offer the service through Ticketmaster.co.uk/Ticketexchange. TicketExchange provides customers with a secure way to resell their event tickets. The sale and purchase of tickets is completed through the trusted and secure Ticketmaster system.

Howard Barden, Commercial Manager of The Brighton Centre, says, "The Brighton Centre is very pleased to be continuing our partnership with Ticketmaster. Ticketmaster constantly strives to offer innovative ticketing solutions. We feel that the new services we can now offer such as TicketFast® and MobileTicket gives us the leading edge to provide our customers with the best levels of service and security when making their purchases."

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About Ticketmaster

As the world's leading live entertainment ticketing and marketing company, Ticketmaster connects the world to live entertainment. Ticketmaster operates in 20 global markets, providing ticket sales, ticket resale services, marketing and distribution through www.ticketmaster.com, one of the largest e-commerce sites on the Internet; and international Web sites including Ticketmaster.co.uk approximately 6,500 retail outlets; and 23 worldwide call centres. Established



in 1976, Ticketmaster serves more than 9,000 clients worldwide across multiple event categories, providing exclusive ticketing services for leading arenas, stadiums, professional sports franchises and leagues, college sports teams, performing arts venues, museums, and theatres. In 2007, the company sold more than 142 million tickets valued at over \$8 billion on behalf of its clients. Ticketmaster is headquartered in West Hollywood, California and is an operating business of IAC (NASDAQ: IACI).

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