



15 January 2008



### Mobile Ticket Service a Winner at Royal Oak

Having garnered such a high customer satisfaction rating, Mobile Ticketing has now been integrated into all current and future shows at the Royal Oak Music Theatre, Michigan.

This innovative and exciting Tickets@Phone service was launched at the Royal Oak Music Theatre in October and was provided by Tickets.com, a leading provider of integrated ticketing solutions, and Mobiqa, the world leaders in mobile ticketing solutions. The Royal Oak Music Theatre was the first venue outside the sports world in the US to offer ticket delivery to mobile phones. Having proved highly popular with patrons of the theatre, this service has been extended to all current and future shows.

The 80 year old art deco theatre is offering fans that purchase tickets online to any of the venue's shows, the ability to select Tickets@Phone ticket delivery option to receive tickets straight to their mobile phone. Tickets are delivered using text messaging and contain a unique barcode with accompanying event information. The customer's phone is scanned at the entrance of the theatre allowing access to the event.

In addition to the convenience of ticket delivery to the patron's phone within minutes of placing an order, each of these mobile tickets comes with VIP privileges. These privileges are given to the Tickets@Phone patrons as they arrive at the theatre for the event. There is a separate entrance line for Tickets@Phone users as well as priority entry for General Admission shows.

Justin Miller, General Manager of the Royal Oak Music Theatre comments, "The majority of our patrons are among the younger demographic who send and receive text messages several times a day. 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."

Royal Oak Music Theatre has played host to a long list of eclectic performers including Billy Crystal, Robin Williams, Duran Duran and Iggy Pop. Upcoming shows which people can buy Mobile Tickets for include; G. Love & Special Sauce, Louis C.K. The Saw Doctors and Robin Trower.

In addition to purchasing tickets online at [www.ROMTLIVE.com](http://www.ROMTLIVE.com) music fans can also buy tickets over the phone at (248) 399-2980 and at select Meijer locations throughout Michigan.

#### About Royal Oak Music Theatre

The Royal Oak Music Theatre is designed to be a multi-faceted entertainment venue that can accommodate any and all events including concerts, corporate and private parties, business seminars and fundraisers. Marked as one of the "largest and finest of Detroit suburban theatres," Royal Oak Music Theatre has held up to its title by preserving the venues' magnificent grandeur throughout the years as it continually remains a viable institution in the ever-changing entertainment industry.

#### 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.

#### About Mobiqa

Mobiqa are the world leaders 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, transport, sports and event ticketing as well as multimedia coupon promotions. Mobiqa's patented barcode technology is available on six continents and in over 30 countries including USA and China. Mobiqa is a private limited company headquartered in Scotland. Learn more at [www.mobiqa.com](http://www.mobiqa.com)