



PRESS RELEASE:

## **MOBILE TICKETS A HIT FOR MAJOR LEAGUE BASEBALL**

Following the highly successful roll-out of mobile ticketing capabilities for three Major League Baseball clubs, mobile ticketing is to be adopted by additional teams in the coming months.

Mobiqa, the world leaders in mobile ticketing technology, Tickets.com, Inc. and Major League Baseball Advanced Media (MLBAM) are providing this technology called 'Tickets@Phone' to baseball fans. "Tickets@Phone" is a unique, barcoded ticket, sent as a message to a ticket purchaser's cell phone. The barcode is scanned at the event to grant access. "Tickets@Phone" adds to Tickets.com's existing ticket delivery methods including Tickets@Home and automated kiosks.

"Tickets@Phone" will provide multiple redemption opportunities; granting access into a venue while also potentially delivering a coupon to a cell phone that can be redeemed for concessions. After 'Tickets@Phone' was made available to the Washington Nationals, the Oakland A's and the Pittsburgh Pirates, the response to this innovative form of ticketing has been phenomenal. Baseball fans have been eager to try out this convenient new ticket delivery option and have commented on the advantage of no longer having to line up at the ballpark to collect their paper tickets.

Bob Bowman, President and CEO of MLBAM said, "It is important to constantly improve and evolve our customer offerings so that they receive the best care and most advanced services. "Tickets@Phone" offers many benefits over paper or e-tickets and is undoubtedly the next step in customer service and ticket delivery."

Iain McCready, CEO of Mobiqa comments, "It is great that Baseball fans can now take advantage of a more convenient means of ticketing when attending games. This is an exciting and easy to use service which has been used with great success in the UK and Europe and it is fantastic to be able to offer it in the U.S."

Larry Witherspoon, CEO of Tickets.com explains, "We are delighted to offer this innovative ticket functionality to our customers. The feedback from them has been great and we consider "Tickets@Phone" to be an essential component of our customer service."

MLBAM is the internet and interactive branch of Major League Baseball (MLB) and operates the official web sites for the league and 30 of the league's clubs which draws 4 million hits per day. MLB have an enormous following with over 110 million tickets issued to fans attending major and minor league baseball games each year. Tickets.com is a subsidiary of MLBAM and a leading provider of integrated ticketing solutions and services provider for thousands of worldwide entertainment and sports venues

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**Note to Editors:  
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. Mobiqua is a private limited company headquartered in Scotland. Learn more at [www.mobiqua.com](http://www.mobiqua.com)

### **About MLB Advanced Media, LP**

Established in June 2000 following a unanimous vote by the 30 Major League Baseball club owners to centralize all of Baseball's Internet operations, MLB Advanced Media LP (MLBAM) is the interactive media and internet company of Major League Baseball. MLBAM manages the official league site, [www.MLB.com](http://www.MLB.com), and each of the 30 individual Club sites to create the most comprehensive Major League Baseball resource on the Internet. MLB.com offers fans the most complete baseball information on the web, including up-to-date statistics, game summaries, extensive historical information, and exclusive features about Major League Baseball events and programs, including on-line ticket sales, baseball merchandise, authenticated memorabilia and collectibles, fantasy games, live and archived radio broadcasts of every game, live and archived video webcasts of entire games, pitch-by-pitch enactment of games, and hosted post-game video highlight shows. MLB.com offered more live events on the Internet than any other website in the world.

### **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. [www.tickets.com](http://www.tickets.com).