

For Immediate Release

### **TICKETMASTER ANNOUNCES THE LAUNCH OF NEW MOBILE TICKETING SERVICE**

Ticketmaster, the world's leading ticketing company is launching a new ticket delivery service, MobileTicket at the much anticipated V Festival Australia in 2008. Virgin Mobile customers purchasing tickets to V Festivals in Sydney, The Gold Coast, Melbourne and Perth will be the first to benefit from the new service that enables customers to receive their tickets on their mobile phone. Expecting a huge response from music fans, the line up for the 2008 V Festival will include The Smashing Pumpkins, Duran Duran, The Jesus & Mary Chain, Mika and more. For full line up details visit [Ticketmaster.com.au](http://Ticketmaster.com.au).

MobileTicket offers the ultimate in convenience and security to customers, eliminating the need to wait for postal delivery or queue at the box office. Customers can choose the service as a delivery option online at [Ticketmaster.com.au](http://Ticketmaster.com.au) and a 2D unique barcode is generated and sent within 24 hours of purchase. Front of house staff at the V Festival venues will have the ability to scan the customer's mobile phone display screen with special hand held scanners using AccessManager, Ticketmaster's access control solution.

A resend facility is also available should customers accidentally delete their MobileTicket and lost or stolen tickets may be cancelled and replaced securely by invalidating the old barcode and re-issuing a new MobileTicket.

This new MobileTicket technology follows on from the great success of Ticketmaster's TicketFast online ticket delivery service where tickets can be printed at home. In venues offering TicketFast, currently 70% of customers prefer the convenient email distribution as their ticket delivery method.

"We offer our clients the best in ticketing technology. With the success of TicketFast, now MobileTicket offers further convenience to customers who no longer have to wait for their tickets to be delivered and importantly the unique barcode and access control system means it is secure and deters counterfeiting or fraudulent use", said Matt Huxley, Chief Operating Officer Ticketmaster Australia and New Zealand.

Ticketmaster is working with Mobiqua, a world leader in mobile ticketing and mobile couponing solutions, to deliver this ticketing solution.

Iain McCready, CEO of Mobiqua comments, "We're delighted that Ticketmaster, the world's leading ticketing company, are offering their customers this mobile ticketing service. The V Festival is an excellent event to launch this exciting new delivery option and we believe that it will add greatly to the gig going experience for music fans."

A special agreement was formed between V Festival Australia and Ticketmaster to offer this new MobileTicket technology exclusively for Virgin Mobile customers for all four V Festival events across Australia. Following this initial launch of MobileTicket, Ticketmaster will provide access to this new ticket delivery service to customers of other communications providers for future events.

Ticketmaster presale begins 9am on Tuesday 4 December, 2007

Ticketmaster general onsale begins 9am on Thursday 6 December, 2007

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### **V Festival Venues & Dates**

**Sydney** Saturday March 29, 2008 - Centennial Park

**Gold Coast:** Sunday March 30, 2008 - Avica Resort

**Melbourne** Saturday April 5, 2008 – Melbourne Show Grounds

**Perth** Sunday April 6, 2008 - The Esplanade (Perth City)

### **About Mobiqua**

Mobiqua are the world leaders in mobile phone ticketing and mobile phone couponing. Mobiqua'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. Mobiqua'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 Ticketmaster Australia**

Ticketmaster Australia is part of Ticketmaster Australasia Pty Ltd and wholly-owned by Ticketmaster, the world's leading ticketing company. With offices in Victoria, New South Wales, Queensland and Western Australia, Ticketmaster Australia provides exclusive ticketing services for venues and events across the country including Telstra Dome, the Melbourne Cricket Ground, the Arts Centre, Melbourne International Comedy Festival, Big Day Out, Capitol Theatre, Sydney Entertainment Centre, Manuka Oval, Queensland Cricket, Queensland Reds, Derwent Entertainment Centre, Bellerive Oval, Subiaco Oval, Challenge Stadium and the WACA. Clients receive state of the art ticketing services including fully integrated inventory management, access control and TicketFast® online ticket delivery service to enable patrons to enjoy faster and easier access to events across the country.

Ticketmaster is the world's leading ticketing company, operating in 20 global markets, providing ticket sales, ticket resale services, marketing and distribution through [www.ticketmaster.com](http://www.ticketmaster.com), one of the largest e-commerce sites on the Internet, and international Websites including [www.ticketmaster.com.au](http://www.ticketmaster.com.au); approximately 6,500 retail outlets; and 20 worldwide call centres. Ticketmaster celebrated its 30th anniversary in 2006 and currently serves more than 9,000 clients worldwide across multiple event categories, providing exclusive ticketing services for hundreds of leading arenas, stadiums, performing arts venues, museums, and theatres. In 2006, the company sold

more than 128 million tickets valued at over \$7 billion on behalf of its clients. Ticketmaster is headquartered in West Hollywood, California and is an operating business of IAC (NASDAQ: IACI).

**More Information:**

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