

## Royal Oak Music Theatre Goes Mobile with Tickets.com

COSTA MESA, Calif., October 11, 2007 - Tickets.com, a leading provider of integrated ticketing solutions, announced today that Royal Oak Music Theatre in Royal Oak, Mich., will begin delivering event tickets to patron's mobile phones utilizing the new Tickets@Phone™ ticket delivery method from Tickets.com. Currently, Tickets.com is the only ticketing solutions 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 utilizing the Tickets@Phone™ ticket delivery technology from Tickets.com. Tickets@Phone™ will be available starting with tickets purchased for the Morrissey performance on October 19<sup>th</sup>.

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, Royal Oak Music Theatre. "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."

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

"We're excited that Royal Oak is pioneering this new technology in the U.S. By doing so, the theater is strengthening its commitment to its audience's overall entertainment experience," said Brian Roberts, vice president of sales at Tickets.com.

Originally constructed as a movie palace, the theater has preserved its magnificent grandeur throughout the years. Royal Oak Music Theatre has played host to a long list of eclectic performers, including Billy Crystal, Robin Williams, Duran Duran, George Clinton & The Parliament Funkadelic, Hank Williams Jr., Iggy Pop and Donovan. Upcoming performances are scheduled by HIM, Gov't Mule, Pat Monahan, and Warren Miller's "Playground."

In addition to purchasing tickets online at [www.royaloakmusictheatre.com](http://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.

### **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.

714-327-5411  
mkuderka@tickets.com