



**TICKETMASTER AND THE MANCHESTER EVENING NEWS ARENA ANNOUNCE THE  
LAUNCH OF NEW MOBILE TICKETING SERVICE MOBILETICKET**

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***STRICTLY COME DANCING LIVE* FIRST EVENT WHERE FANS CAN USE THEIR  
MOBILE PHONE AS THEIR TICKET**

**FOR IMMEDIATE RELEASE**

**London, 16 October 2007:** Ticketmaster, the world's leading ticketing company, and the Manchester Evening News Arena, the world's busiest indoor concert venue, is launching a new ticket delivery service, MobileTicket. Fans booking for *Strictly Come Dancing Live* will be the first to benefit from the new service that enables consumers to receive their tickets on their mobile phone.

MobileTicket offers the ultimate in convenience and security to consumers with no need to wait for postal delivery or queue at the box office. Consumers can choose the service as a delivery option online at [men-arena.com](http://men-arena.com) and [Ticketmaster.co.uk](http://Ticketmaster.co.uk), and a 2D unique barcode is generated and sent within 24 hours of purchase. Staff at Manchester Evening News Arena will be able to scan the consumer's mobile phone display screen with special hand held scanners using AccessManager, Ticketmaster's access control solution, which reads the unique barcode and validates tickets for entry in real time. The system deters counterfeiting or fraudulent use of tickets by identifying invalid tickets and denying access.

A resend facility is also available should consumers 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 ticket.

Ben Williams, Commercial and Marketing Director for the Manchester Evening News Arena said, "As the world's busiest arena we are always looking for ways to enhance the experience of our customers. We are delighted to adopt the latest advance in technology provided by Ticketmaster and offer MobileTicket as a new ticket delivery option for our customers. Now viewers of *Strictly Come Dancing* will be able to receive a ticket for the live show as well as vote for their favourite competitor on the TV without leaving the comfort of their armchair!"

"We offer our clients the best in ticketing technology. MobileTicket offers greater convenience to consumers who no longer have to wait for their tickets to be delivered or worry about keeping track of paper tickets. Most importantly the unique barcoding and access control system means it is secure and deters counterfeiting or fraudulent use" said Chris Edmonds, Managing Director, Ticketmaster.

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

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**About Ticketmaster:**

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 Web sites including [Ticketmaster.co.uk](http://Ticketmaster.co.uk); 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).

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**About the Manchester Evening News Arena:**

The M.E.N Arena was officially opened on Saturday 15 July 1995 when Torvill & Dean broke the UK box office attendance record for a single ice performance with over 15,000 fans. In its first operational year the venue's target of 130 events, attracting 1 million people was easily exceeded, with over 1.2 million people entertained at 143 events. The venues versatility means it can be transformed from an intimate theatre environment for 3,000 to a state-of-the-art arena capable of accommodating 21,000. Since opening, the Arena has hosted a wide variety of concerts including U2, Madonna, The Rolling Stones, Kylie, Take That and Westlife.

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**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)