



PRESS RELEASE:

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TECHNO TICKETS FOR MURRAYFIELD CONCERT GOERS

Paper tickets are a thing of the past....

People attending concerts at Murrayfield Stadium this summer will have the opportunity to benefit from the very latest in mobile phone ticketing technology.

Gone are the days that concert goers need a delicate piece of paper to gain entry to a gig, now they can simply scan their mobile phone to see world class acts at Scotland's world class stadium.

Murrayfield Sports and Leisure Ltd (MSL), the company with exclusive rights to host live events at Murrayfield Stadium, has teamed up with Mobiqa, the world leaders in mobile phone ticketing, to offer customers this easier option.

'mobi-tickets' are unique barcoded messages sent to a mobile phone and are redeemed at the venue by simply scanning the mobile's display with a standard scanner.

MSL's Managing Director, Dean Lewis, said: "We want to make it as easy and convenient as possible for people to come and enjoy some of the world's biggest acts at Murrayfield Stadium this summer and youngsters in particular won't go anywhere without their mobiles nowadays so this is the perfect route for us to take.

"mobi-tickets are also a cheaper option as the delivery charge is just £2."

'mobi-tickets' help to reduce touting, can be delivered immediately and losing a mobi-ticket is no cause for alarm as they can be cancelled and re-issued effortlessly.

Mobiqa's Chief Executive, Iain McCready, said: "As an Edinburgh-based company it is fantastic that we can implement mobile ticketing so close to home and at one of Scotland's most famous venues. We're really excited to be offering mobi-tickets as a more convenient form of ticketing to MSL's customers and hope that they take full advantage of this innovative service."

The first summer concert 'mobi-tickets' are available for what is expected to be the best Friday night out in the world, ever! 'Party on the Pitch' sees three of the world's best tribute bands - Bjorn Again, The Bootleg Beatles and Killer Queen – performing together on May 11th.

To book a 'mobi-ticket' call our hotline on 0871 230 1872 and ask for a ticket by text or visit www.murrayfieldlive.com, click on 'Party on the Pitch', select 'Buy Tickets' and click on 'Tickets by Text'.

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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 the USA and China. Mobiqa is a private limited company headquartered in Scotland. Learn more at www.mobiqa.com

For more information on Mobiqa contact Nicola Wee on 0131 225 3141 or Nicola.wee@mobiqa.com

About MS&LL

In July 2006 as part of a wider initiative to further develop Scottish Professional Rugby, the Scottish Rugby Union (SRU), invited tenders from interested parties who wished to run as a franchise, one of the three Scottish professional teams.

Murrayfield Sports & Leisure Ltd (MS&LL), were formed by a consortium of local businessmen to bid for the rights to a pro-team. They were successful in securing the premier side, Edinburgh Rugby, and also the exclusive rights to hold concerts and sporting events (with the exception of rugby & football) at Murrayfield Stadium for 5 years.

The aim of MS&LL is to bring a wide range of musical & cultural events to the City to compliment existing landmark attractions such as the International Festival and the Royal Tattoo. A recent study has shown that the lack of a large music venue in Edinburgh is costing the City up to £48 million a year in lost revenue. MS&LL aim to bridge this gap, bringing visitors to the City, filling hotels, restaurants, shopping outlets and taxis. The companies marketing ethos is to encourage persons in England, Wales, Northern Ireland & Eire, into the City for long weekend breaks. There is also the benefit to the residents of Edinburgh and the East Coast, to be able to see world class acts on their doorsteps.

For more information on Murrayfield Sports and Leisure and the summer concert series contact Roddy Scott on 07768 506 465 or 0131 221 6550 or Iona Scott on 07764 250 268 or 0131 346 5264.