## NEW ENGLAND PATRIOTS V. NEW YORK JETS #1 MATCHUP IN WEEK 2 NFL TICKET EXCHANGE "BUZZ INDEX" BY TICKETMASTER

It's Offense vs. Defense in this Week's Highly Anticipated AFC East Showdown and Most In-Demand Matchup

The NFL Ticket Exchange by Ticketmaster Is the Only Marketplace for Fans to Buy and Sell Guaranteed Authentic NFL Tickets

NEW YORK and LOS ANGELES - September 16, 2010 - The New England Patriots vs. New York Jets matchup ranks #1 on the NFL Ticket Exchange "Buzz Index" for Week 2 according to the NFL Ticket Exchange by Ticketmaster. The AFC East contest between the league's offensive powerhouse and defensive machine has generated the greatest demand this week.

In Week 1 of the NFL regular season, QB Tom Brady led his Patriots (1-0) to a decisive 38-17 win over the visiting Bengals. While QB Mark Sanchez and the Jets (0-1) opened at their new home with an upsetting 10-9 loss to the Ravens. So what's going to happen this Sunday when last season's top-ranked pass defense goes up against arguably the best passing weapon in the league? Fans returning to the New Meadowlands Stadium this Sunday will have great expectations and could prove to be a potent 12<sup>th</sup> man, as long as the Jets can move the ball down the field.

Will the Patriots keep their renowned momentum going on the road? Or will the Jets defense dominate the day? This East Coast Border Battle should provide ample action for both sides.

## WEEK 2 - TOP 5 MOST POPULAR NFL MATCHUPS BY DEMAND

\*According to the NFL Ticket Exchange "Buzz Index"

- 1. New England Patriots @ New York Jets
- 2. Chicago Bears @ Dallas Cowboys
- Buffalo Bills @ Green Bay Packers
- 4. New York Giants @ Indianapolis Colts
- 5. New Orleans Saints @ San Francisco 49ers

\*The NFL Ticket Exchange "Buzz Index" utilizes a proprietary algorithm incorporating site traffic, ticket demand, sales volume, and ticket revenue to calculate each game's popularity for the week.

Fans can find tickets to see the game in person through the NFL Ticket Exchange at NFL.com/ticketexchange or through direct links from NFL.com or Ticketmaster.com. NFL Ticket Exchange by Ticketmaster is the only league-approved ticket resale marketplace with the exclusive ability to electronically validate every ticket sold. Fans can reach dedicated Ticket Exchange by phone at 1-888-635-5944 or by customer service for the NFL nflticketexchange@ticketmaster.com.

## About the NFL Ticket Exchange by Ticketmaster

The National Football League (NFL) and Ticketmaster, a Live Nation Entertainment, Inc. (NYSE: LYV) company, have worked together to create the NFL Ticket Exchange by Ticketmaster, the first and only resale marketplace that provides NFL fans looking to buy or sell NFL tickets a safe, convenient, and League-approved resale platform. Through this groundbreaking endeavor, the NFL and Ticketmaster are able to deliver fans exclusive access to barcode-authenticated NFL game tickets when purchased from the NFL Ticket Exchange. Additionally, for the majority of regular season and playoff tickets purchased via the NFL Ticket Exchange by Ticketmaster, fans have instant access to their tickets via Ticketmaster's TicketFast delivery, which provides fans access to print their tickets within hours of each sale, alleviating the need for time-consuming and expensive mail delivery options. The NFL Ticket Exchange by Ticketmaster is accessible from Ticketmaster.com and NFL.com.

