



TICKETSNow LAUNCHES "FANS UP FRONT" RESALE TRANSPARENCY INITIATIVE

"Fans Up Front" to Redefine Live Event Ticket Resale for Summer's Hottest Tours

ROLLING MEADOWS, III. – June 16, 2009 – In a move designed to lead change and reshape the live event ticket resale industry, [TicketsNow](#), a [Ticketmaster Entertainment](#) (NASDAQ:TKTM) company, today launched its "Fans Up Front" resale transparency initiative. "Fans Up Front" is the first in a series of fan-focused enhancements that will provide fans of live events with an array of new features designed to provide unmatched insights and visibility into resale ticket purchasing.

"We have heard loud and clear from fans that the resale purchase experience is too confusing. With 'Fans Up Front,' we are putting the fans first and making it our goal to bring meaningful positive change to the resale industry," said Eric Korman, President of Ticketmaster, parent company of TicketsNow. "'Fans Up Front' represents the first in a series of efforts planned to improve the buying experience."

"Since our acquisition by Ticketmaster last year, we've been working on our long-term strategy to evolve the resale ticket buying experience, based on what customers are telling us they would like to see," said Shawn Freeman, President of TicketsNow. "'Fans Up Front' is the beginning of this exciting effort."

TicketsNow today is launching two new product offerings as part of "Fans Up Front" to provide ticket pricing and availability information for select major concert series this summer. The new "Fans Up Front" features include:

- **Total Price Transparency** – TicketsNow will display the original ticket price ("face value") in addition to resale market prices.
- **Know Before You Buy** – TicketsNow lets consumers know whether original price seats are still available on Ticketmaster and provides a direct link.

Additionally, TicketsNow is pleased to continue to provide the following industry-leading features across every event available for sale on their site:

- **Only Available Tickets** – TicketsNow is the **first** resale marketplace to prohibit the listing of tickets before their official sale to the public.
- **Fraud Protection** – TicketsNow continues its unconditional 100% guarantee that tickets are authentic and will arrive on time for your event or your money back.
- **Access Every Option** – TicketsNow tells consumers how many tickets are available and across what price range so they can choose from all available options.

TicketsNow is also pleased to be able to offer Ticketmaster's TicketFast[®] electronic ticket validation and delivery technology on select tickets, where fans not only have access to convenient and fast electronic delivery of their purchases, but their tickets are also validated and authentically transferred to the new buyer.

The new "Fans Up Front" features will initially be available for select performances on some of the top summer tours. Over the course of the year, and with learnings and feedback from fans, TicketsNow expects to extend the availability of "Fans Up Front" features to an increasing number of live events as well as implement additional enhancements.

"As we get into the busy summer concert season, it's an ideal time to launch this effort and provide fans with an enhanced experience and a new level of transparency," Freeman continued. "It is our sincere hope that others in the industry will follow our lead to reshape the resale ticketing industry into a more transparent experience for everyone."

About TicketsNow

TicketsNow is your connection to all of the fun and excitement of live music, theater, and sports. An online marketplace where buyers can choose from a large selection of premium tickets, TicketsNow provides consumers secure and convenient access to event tickets that are often hard to get through primary distribution channels. A wholly owned subsidiary of Ticketmaster, TicketsNow is a founding member of the NATB, which promotes the highest level of ethics in the event ticket resale industry. For more information, visit www.TicketsNow.com.

About Ticketmaster Entertainment, Inc.

Ticketmaster Entertainment consists of Ticketmaster and Front Line Management Group. As the world's leading live entertainment ticketing and marketing company, Ticketmaster connects the world to live entertainment. Ticketmaster operates in 20 global markets, providing ticket sales, ticket resale services, marketing and distribution through www.ticketmaster.com, one of the largest e-commerce sites on the Internet; approximately 7,100 retail outlets; and 17 worldwide call centers. Established in 1976, Ticketmaster serves more than 10,000 clients worldwide across multiple event categories, providing exclusive ticketing services for leading arenas, stadiums, professional sports franchises and leagues, college sports teams, performing arts venues, museums, and theaters. In 2008, the Company sold more than 141 million tickets valued at over \$8.9 billion on behalf of its clients. Ticketmaster Entertainment acquired a controlling interest in Front Line Management Group in October 2008. Founded by Irving Azoff and Howard Kaufman in 2004, Front Line Management Group is the world's leading artist management company. Ticketmaster Entertainment, Inc. is headquartered in West Hollywood, California (NASDAQ: TKTM).

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