



Ticketfly Closes \$3M in Series A Funding; On Track to Sell One Million Tickets in its First Year

Social Marketing Platform Continues to Drive Fastest Growth in Industry

San Francisco, CA (May 12, 2010)

News Facts:

- Ticketfly, the fastest-growing, independent ticketing and social marketing company, today announced \$3 million in Series A funding.
- Investors include High Peaks Venture Partners, Contour Venture Partners, The NYC Seed Fund and notable angel investors including Howard Lindzon and Roger Ehrenberg.
- Ticketfly is also announcing the release of the following new technologies:
 - Free website development tools and free web hosting: allowing venues or event promoters to create state-of-the-art websites using Ticketfly's WordPress tools, which include featured image carousels, event calendars, event detail pages with Facebook and Twitter share links, as well as embeddable artists bios, video and audio.
 - Facebook Auto-Event Creation and Twitter Auto-Tweets: after creating an event on the Ticketfly platform, clients may now create a Facebook event and schedule up to five auto tweets effortlessly with one click.
- To learn more about Ticketfly, shop for tickets or get started with Ticketfly's ticketing and marketing services, visit www.ticketfly.com.

Ticketfly Growth Metrics & Industry Data:

- In 2010, Ticketfly's first full year of operations, the company will:
 - Sell more than one million tickets.
 - Create partnerships with more than 50 of the leading venues and promoters in the U.S., including:
 - The 9:30 Club, one of the most attended nightclubs in the country*
 - Merriweather Post Pavilion, one of the top 10 amphitheaters in the country*
- * = as measured by tickets sales
- Other Ticketfly clients include Knitting Factory Entertainment, Guerilla Union, the producer of the Rock the Bells Tour, Bimbo's 365 Club, Troubadour, The Glass House,

The Key Club and The Rickshaw Stop in California, Maxwell's in New Jersey, Brooklyn Bowl in New York, Double Door in Illinois, The Social in Florida and R5 Productions, Johnny Brenda's and Elko Concerts in Pennsylvania.

- Fast Company recently named Ticketfly one of The Top 10 Most Innovative Companies in the World in the music space.
- Pollstar reported that the total tickets sold worldwide in Q1 of 2010 crossed the \$1 billion mark for the first time, showing that live events continue to be a bright spot for the music industry.

How Ticketfly Works:

- Ticketfly is a web-based ticketing and social marketing platform that centralizes the entire event promotion and ticketing process. With Ticketfly, event promoters can easily:
 - Build, manage and host their websites using Ticketfly's free website toolkit
 - Manage all ticketing operations, including offering print-at-home and scanning services
 - Market to consumers on the most important social media platforms, including Facebook and Twitter
- Historically, creating and promoting events online has been a cumbersome and time-consuming process. The Ticketfly platform eliminates the need for tedious data entry and the juggling of multiple web platforms, saving clients thousands of dollars annually. Once a promoter creates an event, the Ticketfly platform automatically:
 - Creates ticket buy pages and ticket offers
 - Updates the client's website
 - Creates Facebook events
 - Schedules up to five auto-tweets on Twitter

Quotes:

- Attributable to Andrew Dreskin, Co-CEO and Founder, Ticketfly:
Our plan from the beginning was to build a game-changing solution for venues and promoters in the live music space. It's great to see the marketplace responding. We have entered into more than 50 agreements with some of the most cutting-edge, independent venues and promoters in the country and we are tracking to sell north of one million tickets in our first year. I'm not sure this has ever been done in this industry before. Clearly people were ready for a change.
- Attributable to Dan Teree, Co-CEO and Founder, Ticketfly:
We founded this company to serve the most demanding live music clients. It's been made very clear to us that the live music industry is hungry for a platform that will help promoters tap the social web to promote their events and exit the old-school, impossible-to-track world of print media. Ticketfly is de-mystifying social marketing by creating

tools that are easy-to-use, highly effective and that draw fans into the process of promoting live events.

- Attributable to Brad Svrluga, Managing Director. High Peaks Venture Partners
As an investor, you don't get too many opportunities to back a team that's done it before in a given market and are now doing it again at a time of massive disruption. We believed that the ticketing market was ripe for disruption by a solution tailored to the needs and behaviors of today's promoters and ticket buyers. It's no surprise that these guys have absolutely knocked the cover off the ball in their first year of operations.
- Attributable to Matt Gorin, Partner and Co-founder. Contour Venture Partners
It has been great working with the Ticketfly team since its seed round and seeing the platform being recognized as the leading next generation integrated ticketing and marketing solution for venues of all sizes.
- Attributable to Seth Hurwitz, Owner, 9:30 Club:
Ticketfly is a great option for anyone who doesn't want their competitor selling their tickets. These guys were the first to sell tickets online and, not surprisingly, they have a ton of great new ideas and positive energy. It's precisely guys like these that this industry needs.

About Ticketfly:

Ticketfly is the fastest-growing, independent ticketing and social marketing platform. Ticketfly offers event promoters next-generation ticketing and powerful website and social marketing tools, saving them time and money. Founded in 2008, Ticketfly was created by the team who first brought event ticketing to the Web. For more information, check out www.ticketfly.com.

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