



## **Ticketfly Announces the Acquisition of Gigbot**

*Integration of Gigbot's Technology Will Further Solidify Ticketfly's Lead in Web-based Ticketing and Social Marketing*

San Francisco, CA (June 24, 2010) – Ticketfly, the fastest growing, independent ticketing and social marketing platform today announced the acquisition of Gigbot, a provider of web-based ticketing, website and social marketing tools for venues and event promoters. This acquisition further solidifies Ticketfly's position as the leader in integrated ticketing and social marketing technologies to the live music space.

“Bringing Ticketfly and Gigbot together is news for fans, promoters and artists to cheer about! With Gigbot on board, Ticketfly can connect the music ecosystem at a level not possible in the past and drive ticket sales in today's socially-charged society,” said Steve Schalk, owner of The Gothic Theatre. “Ticketing companies all claim so much and deliver so little. Ticketfly is the new sheriff in town – it's about time a ticketing company brought the total package!”

Ticketfly plans to merge the best of Gigbot's technology into its offering, allowing the company to continue to lead the way in the provision of ticketing and social marketing technologies to the concert industry. Gigbot's flagship product, Gigbot Pro, uses the social web to transform the way promoters reach fans and sell tickets. The core of the Gigbot Pro platform is a fully integrated, web-based, marketing and ticketing system that allows venues and promoters to:

- Create and manage events via a web browser, import artist photos and bios from a master database, generate revenue from the sale of music, stream videos from YouTube and audio from an artist's website
- Publicize shows via social networks, schedule auto tweets, create integrated email newsletters, syndicate content to event listings sites and in-venue displays
- Socialize the experience so fans can discuss and share events, discover new music, see friends who are going to the show and receive alerts when their favorite artists come to town
- Manage advertising with easy insertion of ads from providers such as Google and Yahoo, as well as promoter-created banners, and track purchase behavior via sophisticated CRM tools

Via the acquisition, Sean Porter, Gigbot's founder and chief architect, has joined Ticketfly as the Vice President of Product.

"We've known Sean for some time and have always been impressed with his product leadership and commitment to making powerful, socially-driven web apps for the live music market. He is a deep believer in the power of the social web to transform the way promoters reach fans and promote shows," said Dan Teree, Co-CEO and Founder of Ticketfly. "Sean is a brilliant developer and product manager and he will be an incredibly valuable asset to Ticketfly."

Gigbot sells hundreds of thousands of tickets annually for over 30 clients across the country, with an especially strong presence among independent venues and promoters in Colorado. The Gigbot acquisition makes Ticketfly the leading independent ticketing and social marketing provider in the Denver area for clients including The Gothic Theatre, The Hi-Dive, the Denver Botanic Gardens Summer Concert Series and Cervantes Masterpiece Theatre. Other Gigbot clients nationally include The Parish in Austin, Texas, and The Mint in Los Angeles.

"Gigbot's impressive roster of clients will be in good company with Ticketfly's client base," said Andrew Dreskin, Co-CEO and Founder of Ticketfly. "By combining our respective platforms, we will better serve current clients and continue to lead the next wave of innovation in web-based ticketing and social marketing."

Ticketfly also has acquired the toolset underlying gigbot.com, an event listings service that allows fans to discover new music and artists and receive alerts when their favorite bands are coming to town. Fans can also see shows their friends are attending and related music news from over 2,000 news sources.

"With Ticketfly, Dan and Andrew have again proven that they have the ability to set the pace for building tools to help promoters sell more tickets in the increasingly competitive concert space," said Sean Porter, VP of Product for Ticketfly. "We share a common vision of ticketing being the conclusion of a successful marketing strategy built around the social web. I'm excited to roll up my sleeves and work with Ticketfly's amazing team to offer today's best tools, while we drive innovation for tomorrow."

#### **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. Recently, Fast Company named Ticketfly one of the Top 10 Most Innovative Companies in Music. For more information on Ticketfly, visit [www.ticketfly.com](http://www.ticketfly.com).

#### **About Gigbot:**

Gigbot Pro is the live music industry's first integrated marketing and ticketing system which allows music promoters to efficiently manage events and effortlessly share them

with concertgoers via the web, email, social networks and in-venue displays. Gigbot was founded in 2006 by veterans of both the publishing and software industries.

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