



Now Playing: Ticketfly iPhone Apps

Partners With Transmogrify for Custom Mobile Apps for Venues & Promoters

San Francisco, CA (September 2, 2010)

News Facts:

- Ticketfly, the fastest growing, independent ticketing and social marketing platform, is partnering with Transmogrify to offer venues and promoters custom mobile apps for event marketing and ticket sales.
- Ticketfly is the first ticketing company to offer its partners custom-built iPhone apps, which give venues and promoters access to the hottest marketing tools for tapping the social web.
- In the past few months, Ticketfly has released three partner-branded iPhone apps:
 - R5 Productions (<http://www.r5productions.com/>) in Philadelphia, the first iPhone app powered by Ticketfly and the first promoter-branded app delivered to the app store by a ticketing provider.
 - The Rickshaw Stop (<http://www.rickshawstop.com/>) in San Francisco.
 - Bimbo's 365 Club (<http://www.bimbos365club.com/>) in San Francisco.
- Today, the first app powered by Ticketfly, the R5 Productions iPhone app, has been selected as a finalist in the Best Touring App category for the Billboard Mobile Entertainment Live! Music App Summit.
- In the coming weeks, Ticketfly will announce the launch of seven additional apps:
 - The Knitting Factory Entertainment (<http://www.knittingfactory.com/>) for venues in Brooklyn, N.Y.; Reno, Nev.; Spokane, Wash.; and Boise, Idaho.
 - Troubadour (<http://www.troubadour.com/>) in Hollywood, Calif.
 - The Brooklyn Bowl (<http://www.brooklynbowl.com/>) in Brooklyn, N.Y.
 - Double Door (<http://www.doubledoor.com/>) in Chicago.
 - The Social (<http://www.thesocial.org/>) in Orlando, Fla.
 - Jerky's Music Hall (<http://www.jerkysmusic hall.com/>) in Providence, R.I.
 - Chameleon Club (www.chameleonclub.net) in Lancaster, Pa.
- Through a single point of entry, Ticketfly customers can populate event details in real-time on www.ticketfly.com, venue websites, Facebook, Twitter and now the custom, branded iPhone app -- saving promoters time and money and offering massive reach across various mediums.
- The apps are free for ticket buyers and easy-to-use, letting mobile consumers keep tabs on their favorite bands, find information and buy tickets anytime, anywhere.
- The Ticketfly Transmogrify apps provide:

- Event listings and information
- The ability to find and purchase tickets on-the-go
- Band and venue search capabilities
- Venue details, maps and directions
- Event bookmarking and "tell a friend" email capability
- Integration with Facebook and Twitter
- Mobile-friendly videos
- The ability to purchase music

Quotes:

Attributable to Dan Teree, Co-Founder & Co-CEO of Ticketfly

Mainstream SmartPhone adoption is changing the way people surf the web, so we're arming our clients to dominate this entirely new app market. No other ticketing company offers so many customized ways to reach fans with such ease. As we've proven since bringing ticketing to the web in 1995, we'll continue to innovate so our partners can leverage every new platform -- from social to mobile and beyond.

Attributable to Scott Wassermen, Architect and Managing Partner, Transmogrify

I'm a huge live music fan and, after dealing with too many headaches, got excited to build apps to help people enjoy the experience and more easily find and buy tickets. We're culturally and technically a perfect match for Ticketfly and the company's great API makes it easy for us to build apps using existing venue and event data.

Attributable to Bobby Dunn, Co-Owner, Rickshaw Stop

Social networking tools have opened up new ways to reach fans but at the same time have made it difficult to effectively promote live music events in a streamlined way. With Ticketfly, we no longer need to re-list events and details on various sites, saving us time and letting us get the word out to everyone who loves SF's live music scene. The Transmogrify app has taken the Ticketfly experience mobile with a sleek design that our customers love.

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 and Billboard called Ticketfly one of the Five Hot Digital Music Companies to Watch. For more information on Ticketfly, visit www.ticketfly.com.

About Transmogrify:

Transmogrify was founded in 2006 to build awesome products for start-ups and companies that want to innovate like a start-up and has built a team of extremely talented people who love what they do. The skills of our team range from graphical and human interface design to hardcore programming building award-winning mobile and web

applications for Fortune 500 companies like Intuit (<http://www.intuit.com>) and startups like Yorn (<http://www.yorn.com>).

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