



Ticketfly Selected as Ticketing and Social Marketing Partner for Inaugural Baltimore Grand Prix

Agreement Signals Ticketfly's Expansion Beyond Music

San Francisco, CA (Dec. 16, 2010) –

News Facts:

- Ticketfly, the fastest growing, independent ticketing and social marketing company, today announced that it will be the exclusive ticket provider for the 2011 Baltimore Grand Prix auto race occurring over Labor Day weekend, September 2-4, 2011.
- The Baltimore Grand Prix is Ticketfly's first major client outside of the music space, signaling its progression into events in sports and other segments.
- Ticketfly aims to bring its expertise in event ticketing and on site operations for large scale outdoor events to the Baltimore Grand Prix.
- Ticketfly and The Baltimore Grand Prix expect over 150,000 visitors to attend the multi-day event, which will take place on a two-mile temporary street track in and around Baltimore's Inner Harbor and Camden Yards
- Tickets to the 2011 Baltimore Grand Prix go on sale to the public on December 16, 2010 at www.baltimoregrandprix.com/tickets/pricing.
- Ticketfly is an integrated ticketing, website and social marketing platform that offers a full service solution for large scale, multi-day, outdoor events.
- Ticketfly is one of the largest and most well known ticketing providers in the mid-Atlantic region, counting Merriweather Post Pavilion and the 9:30 Club amongst its clients.

Quotes:

Attributable to Andrew Dreskin, CEO of Ticketfly

We are excited to welcome the Baltimore Grand Prix to our roster of clients. Ticketfly has had a lot of success in large scale, outdoor music festivals, so now it's time for us to continue our growth into new segments and to apply our skill set to those segments. As our initial foray into the sports world, we are excited to be working with the Baltimore Grand Prix, in such a great city and region where we have strong ties and years of local knowledge.

Attributable to Jay Davidson, President of the Baltimore Grand Prix

Ticketfly was a clear choice for our ticketing needs. Their advanced product and experience with ticketing make them ideal to assist in launching The Baltimore Grand Prix. We look forward to a smooth experience and know that we can put our trust in Ticketfly to handle our event with the upmost quality.

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. 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 Baltimore Grand Prix:

The Baltimore Grand Prix will be a spectacular three-day “festival of speed” in downtown Baltimore, taking place September 2-4, 2011. It will be part of the 2011 IZOD IndyCar Series schedule and the 2011 American Le Mans Series schedule. The weekend event will feature world-class motorsports competition from several racing series, culminating in Sunday’s IZOD IndyCar Series race. In addition to the high-speed thrills of professional racing, a wide variety of entertainment and activities will be scheduled for people of all ages to create an exciting three days of speed and entertainment.

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