



Ticketfly Strengthens Management Team with Key Executive Hires

Gannon Hall Named Senior Vice President of Marketing; Valerie LeClair Named Vice President of Operations

San Francisco, CA – December 1, 2011 – Ticketfly, Inc., the fastest-growing independent ticketing and social marketing platform, announced today the addition of key executives to its management team to help further drive what has already been remarkable customer growth.

Gannon Hall, who brings nearly two decades of product and marketing leadership experience within the consumer Internet, digital media, and Software-as-a-Service industries, will serve as senior vice president of marketing. In this role, Hall will lead product and corporate marketing, communications, and sales enablement activities for the company. Hall has held a number of executive leadership positions, most recently as executive vice president of global marketing for KIT digital, the global leader in broadband TV solutions. There he successfully launched the company's global brand and product line from the technology assets of over ten acquired companies and helped generate the awareness and demand to achieve a 45% global market share position.

"We searched long and hard for a leader who would bring not only outstanding marketing wisdom to our team, but also an individual who shares the same commitment to reinventing what a ticketing company should be in an age of multi-device social engagement," said Andrew Dreskin, Co-Founder & CEO of Ticketfly. "Gannon's deep technology background and outstanding track record in driving product strategy, building brands, and generating demand will be critical as we continue on our rapid growth trajectory."

"I'm excited to be joining a company so uniquely capable of disrupting an industry," adds Gannon Hall, incoming SVP of Marketing. "Fans, artists, and promoters are clearly dissatisfied with the status quo, and Ticketfly, as proven by their tremendous organic growth over the last two years, is poised to redefine the industry. I'm looking forward to helping drive this next stage of growth and making a real difference for artists, promoters, and fans alike."

Also joining the team is ticketing industry veteran Valerie LeClair. As vice president of operations, LeClair will lead client and consumer facing operations, most notably helping event promoters to best leverage Ticketfly's broad set of ticketing, social marketing, and analytics tools. LeClair has deep experience in ticketing, having worked at Ticketmaster for eight years, including heading its TicketWeb division. Most recently, LeClair led corporate sales at Specialty's Cafe & Bakery, a fast-growing restaurant company headquartered in the Bay Area with 40 locations.

"Valerie is no stranger to the ticketing industry or running successful businesses, having

been a key leader at Ticketmaster for several years,” said Dan Teree, Co-Founder, President & COO of Ticketfly. “She understands what clients need to be successful in the live events business. We won’t waste a moment putting Valerie’s leadership talents and sheer energy to good use in continuing to build Ticketfly into a world class company.”

LeClair remarked, “I’m delighted to be back working with Dan and so many talented ticketing and event marketing veterans. There’s clearly something special happening at Ticketfly. The volume of quality clients is a testament to the company’s vision and the technology innovations they’ve brought to market. I’m excited to help build upon this momentum.”

The addition of Hall and LeClair to the Ticketfly executive team comes on the heels of a banner year for the company. In 2011 to date, Ticketfly has more than doubled its client base. The company has also continued a rapid pace of platform innovations, including a deep Facebook integration to increase ticket sales through social discoverability, and the release of the industry’s first real-time analytics dashboard, providing clients with actionable insight into their multi-channel marketing activities.

About Ticketfly

Ticketfly is the fastest-growing independent ticketing and social marketing platform in North America. The Ticketfly platform provides next-generation ticketing, website, social marketing and analytics tools that enable event promoters and venues to drive ticket sales, build community and grow revenue. Ticketfly was founded by the team that 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. Connect on Facebook at www.facebook.com/ticketfly, or follow us on Twitter at www.twitter.com/ticketfly.

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