

**FOR IMMEDIATE RELEASE**

## **Ticketfly Announces Festival Ticketing Solution**

### ***Best-In-Class Industry Leaders Join Forces to Provide End-to-End Offering***

Austin, TX – December 5, 2011 – Ticketfly, Inc., the fastest-growing independent ticketing and social marketing platform, announced today at the International Music Festival Conference in Austin, a comprehensive festival ticketing solution designed to increase operational efficiencies and revenue opportunities for promoters, while improving the festival going experience for fans.

The Ticketfly solution combines Ticketfly's next-generation ticketing and social marketing platform with best-in-class festival technology specialists to offer a fully-integrated, end-to-end festival ticketing solution, including:

- Centralized contract and events logistics management
- Custom, feature-rich iPhone and Android mobile apps
- Secure and reliable RFID authentication
- Ride sharing transportation services
- Online, mobile and onsite box office functionality
- Industrial-grade scanning technology
- Integrated social marketing capabilities

"While the festival industry is booming, so is the complexity in operating these large scale events," said Dan Teree, Ticketfly Co-Founder, President & COO. "Festival organizers are forced to cobble together often incompatible, non-integrated technologies at significant cost. Our goal is to reduce this friction by offering festival promoters a true end-to-end festival ticketing solution, saving them time and money while greatly improving the festival-going experience for fans."

The Ticketfly festival ticketing solution brings together the best technology and service providers in the industry, including:

#### **Aloomba**

Aloomba is the premier smartphone application provider for the top US music festivals, including Bonnaroo, Outside Lands, and the CMT Music Festival. Ticketfly and Aloomba have partnered to seamlessly integrate event data and provide mobile-ready ticketing capabilities that promote sales while reducing the need for data replication.

"We're extremely excited to be partnering with Ticketfly. Integrating their social marketing and ticketing capabilities with our mobile apps will help our clients sell more tickets and create a richer mobile experience for fans." – Drew Burchfield, Founder of Aloomba

### **DataFlow Workspace ©**

The driving force behind the operations and data management of most major US festivals including Austin City Limits, Burning Man, Bonnaroo, Outside Lands, and Coachella, DataFlow Workspace provides an easily customizable platform to manage festival event production. Ticketfly will allow DataFlow Workspace to better facilitate ticketing and access control for VIP packages.

“Ticketfly understands the need for a comprehensive approach to ticketing. It’s not enough to get them through the door, there’s an entire ticketing operation within the festival that requires diligent access control. Our combined solution will more tightly control costs and thus increase profitability for our clients.” – Robby Black, CEO of DataFlow Enterprises

### **DoStuff Media**

DoStuff Media provides a completely customizable website platform tailored specifically to the festival space. Clients include Lollapalooza, Moog Fest, and Austin City Limits, as well as the New Orleans Jazz Fest. Through this partnership, Ticketfly clients will gain access to a sophisticated festival website platform, coupled with Ticketfly’s advanced social connectivity and analytics.

“We’re committed to partnering with the best and Ticketfly’s growing festival business is a great opportunity for DoStuff Media. We’re excited to combine these two very powerful platforms into one incredible offering.” – Scott Owens, CEO of DoStuff Media

### **Intellitix**

Known as the industry standard for RFID access control and cashless payment systems for live events, Intellitix activated over one million RFID tags at festivals including Coachella, Bonnaroo, Lollapalooza, Outside Lands, Electric Zoo, and Austin City Limits this year. The non-exclusive Intellitix integration with Ticketfly will provide event promoters with seamless access to critical buyer behavior while managing fraud and unwanted resale.

“This software development allows Ticketfly to offer our next generation RFID solutions such as secure access control, social media integration, and cashless payment. This is a fantastic step in continuing to make Intellitix a ubiquitous platform that benefits all promoters and music fans.” – Serge Grimaux, CEO of Intellitix

### **Zimride**

Zimride is the fastest growing ridesharing application used by the largest universities and corporations. Their clients range from Facebook to Lollapalooza. With Ticketfly, event organizers will be able to offer concert-goers a way to dramatically reduce their carbon footprint while building a greater sense of community.

“As we expand into the event space with partners like Lollapalooza, Jack Johnson and Dave Matthews Band, we are excited to work with Ticketfly to vastly improve the fan experience. The ability to marry Zimride’s ridesharing solution with Ticketfly will save fans and venues millions of dollars on transportation costs while creating a new community for fans to meet before and after the show.” – Logan Green, Founder & CEO of Zimride



## **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](http://www.ticketfly.com). Connect on Facebook at [www.facebook.com/ticketfly](http://www.facebook.com/ticketfly), or follow us on Twitter at [www.twitter.com/ticketfly](http://www.twitter.com/ticketfly).

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### **Ticketfly Press Contact:**

Meredith Klee  
415-684-9407  
[ticketfly@innercirclelabs.com](mailto:ticketfly@innercirclelabs.com)