



Ticketfly Announces Facebook Purchase App

Social Ticketing Pioneer Launches Industry's First End-to-End Facebook Ticketing Solution

San Francisco, CA – December 15, 2011 – Ticketfly, Inc., the leading independent ticketing and social marketing platform, today launched the ticketing industry's first fully integrated in-app Facebook purchase solution. An extension of the company's comprehensive social ticketing platform, Ticketfly Facebook Purchase enables promoters to sell tickets directly from their Facebook Fan Pages, creating a seamless purchasing experience for fans that encourages social discovery and sharing behavior, resulting in increased ticket sales.

Until now, existing Facebook ticketing solutions have required users to leave the social network and log in to an external system to complete the transaction, introducing unwanted complexity to the overall ticket buying process. Ticketfly Facebook Purchase eliminates this friction by delivering the entire ticket buying experience, from discovery to purchase, all within Facebook.

Ticketfly Facebook Purchase is the latest development in Ticketfly's ongoing industry-first social ticketing innovations. The solution includes the following key features:

- Single sign-on with Facebook Connect allows fans to buy tickets using just their Facebook identity, without ever leaving Facebook
- Quick installation process allows promoters to start selling tickets on Facebook within minutes
- Integration with Ticketfly's Facebook RSVP and Share features promotes social discovery
- Real-time analytics reporting provides integrated Facebook sales performance data
- Social graph integration lets Facebook users see what events their friends are attending

"In September at the f8 conference, Facebook selected Ticketfly as a launch partner in its Open Graph project because they recognized that we understood the full scope of social commerce opportunities for event ticketing," said Sean Porter, Ticketfly's SVP of Technology. "To date, Ticketfly is the only ticketing company to offer Facebook Connect as a primary means of authentication across all consumer facing touch points. Music fans spend much of their time on Facebook, and Ticketfly Facebook Purchase delivers on our promise to sell tickets to the fans where they are."

Ticketfly Facebook Purchase is unique in that promoters can build their events once – in Ticketfly's integrated Backstage platform – and automatically start selling tickets via Facebook Purchase, as well as through the client's mobile app, branded website, email newsletters, Ticketfly.com, and top music destinations including Spotify, Pandora, Songkick and many others. By harnessing the power of the social web, Facebook Purchase and the suite of Ticketfly social features mobilize fans to sell tickets through their social behaviors.

Popular music venues The New Parish in Oakland, Brick & Mortar Music Hall in San Francisco and Brooklyn Bowl in New York have been testing Facebook Purchase in a limited private beta and are already experiencing tremendous results.



“Since installing Ticketfly Facebook Purchase on our venue pages and making use of Ticketfly’s social tools, we are seeing close to 25 percent of our advanced sales coming from Facebook alone,” said Jason Perkins of Parish Entertainment Group. “The install only took a few minutes. Being able to build an event once and then let our ticket buyers spread the word saves us a ton of time and marketing dollars. It’s really pretty simple - making it easier for fans to buy tickets on Facebook sells more tickets.”

Subsequent releases of Ticketfly Facebook Purchase will take advantage of Facebook’s soon to be released Open Graph initiative, providing additional social commerce and frictionless sharing capabilities, including the ability for ticket buyers to show their friends what events they’re attending via the Ticker and Timeline, “Like” artists, and invite friends to purchase tickets to the same event, all in one post-purchase click. Ticketfly’s Open Graph features demonstrate the company’s commitment to the music space and to helping artists expand their social presence. As confirmed by Facebook in posts on its developer blog, Open Graph features will not only make the concert experience more social, but will help event promoters harness the power of Facebook to sell more tickets.

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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Ticketfly Press Contact:

Meredith Klee
415-684-9407
ticketfly@innercirclelabs.com