



For Immediate Release

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MORTAR HELPS TICKETSNOW DELIVER THE POWER OF IN

Leading ticket reseller launches new online brand identity

San Francisco, CA (August 3, 2006) — TicketsNow, the world's largest and most secure marketplace for sports, concert and theater tickets, has launched a new website designed with the assistance of San Francisco integrated agency Mortar. TicketsNow is the latest fast-moving company to re-brand its offering using the Mortar360 approach to brand development.

"Getting great seats to fantastic events is the new social currency. People who care about live entertainment turn to TicketsNow for access to the events that they must see," comments Mark Williams, one of Mortar's Founding Partners. "Because of the ease of comparison shopping, loyalty in online ticketing is scarce. TicketsNow, with its new brand identity, has a real opportunity to convert indifferent consumers into long-term customers."

"Through extensive research, consumers told us that attending great events was all about the experience," adds Kenneth Dotson, Chief Marketing Officer of TicketsNow. "That's why our new brand identity focuses on the experience and why our new online destination is designed to add value to the consumer's total event experience both before and after the event."

Mortar's work for TicketsNow included a complete rebranding including logo, stationery, and a refreshed website. Visit <http://www.ticketsnow.com> to see the work.

About Mortar

Mortar is a new, San Francisco-based brand communications agency dedicated to helping organizations make emotional connections with today's shell-shocked consumers. Mortar's unorthodox approach typically combines street-level research, integrated strategy, online and offline advertising, public relations, and immersive tactics that defy boundaries and amplify budgets. Details at: <http://www.mortaragency.com>

About TicketsNow

Established in 1999, TicketsNow is the world's largest and most trusted marketplace for premium event tickets. More than 90% of all professional ticket agencies that list, buy, and sell secondary event tickets online utilize software developed by TicketsNow—creating the most comprehensive database of secondary event tickets in the world. Named to the Inc. 500 index of the fastest-growing privately held companies in the U.S., TicketsNow is a premium ticket provider for *USA TODAY*, Fandango, and AOL; an official sponsor of the Baltimore Ravens and Jacksonville Jaguars; an official sponsor of University of Louisville Athletics and a corporate partner of Princeton University Athletics; a member of the Better Business Bureau; and a founding member of the NATB, which promotes the highest level of ethics in the secondary ticketing marketplace. For more information, visit <http://www.ticketsnow.com>