

## **TICKETWEB SIGNS LEVITY GROUP, SIGNALS CONTINUED GROWTH IN UNITED STATES CLUB MARKET**

*NEW PARTNERSHIPS IN 2016 ADD ONE MILLION TICKETS ACROSS 31 NEW VENUES FORGED ON THE STRENGTH OF LEVERAGING TICKETMASTER'S MASSIVE DISTRIBUTION NETWORK OF ACTIVE TICKET BUYERS*

SAN FRANCISCO, (December 6, 2016) – TicketWeb, a leading ticketing technology company designed exclusively for independent venues and promoters, announced today a series of new partnerships with independent clubs and venues to add more than one million new tickets to its platform. This growth signals the strength of TicketWeb's distinctive self-service online marketing and ticketing platform supported by Ticketmaster's vast distribution network that reaches millions of fans to serve their ticketing needs.

Through new signings with the Levity Entertainment Group (LEG) in Los Angeles, The Improv Group in Florida, Blue Note clubs in Hawaii and Napa, Mill and Mine in Knoxville, TN, The New Parish and Brick & Mortar in San Francisco, TicketWeb will add 31 new locations to its already expansive roster of venues across the United States, Canada and the United Kingdom.

"The Levity Entertainment Group (LEG) is the largest comedy organization in the United States, with 17 venues spread across the country," said Robert Hartmann, CEO at LEG. "So we're thrilled to be working with a club-focused platform like TicketWeb, benefiting from the strength of the Ticketmaster marketplace that drives awareness and ticket sales. It is a perfect complement to the growth strategy we have for our group in the coming years."

TicketWeb's client roster within the small club space has consistently grown by double digits over the past four years. With these latest partnerships, TicketWeb further cements its position as the global leader in ticketing for independent venues and promoters.

"We are excited to see TicketWeb continue to grow in the small club and venue segment, with our new partners able to benefit greatly from Ticketmaster's investment in opening our technology platform," said Jared Smith, President of Ticketmaster North America. "The strength of our success with small clubs and venues can be credited to TicketWeb's continued investment in club-specific tools in marketing, analytics and enhanced venue management to help our partners run more efficiently and effectively."

In addition to the new venue deals, TicketWeb also renewed existing, multi-year contracts with Knitting Factory locations throughout the US, The Observatory in Santa Ana, ATX Brands in Texas and Space, Empty Bottle, Thalia Hall and The Promontory in Chicago.

Morgan Morgolis, CEO of Knitting Factory, who recently signed a multi-year renewal with TicketWeb: "This is the best time to be in live entertainment. With the club platform focus of TicketWeb and Ticketmaster distribution combined, we can reach so many more fans beyond the avid local enthusiasts who have helped grow ticket sales at all our Knitting Factory venues. I can't wait for the evolution of Ticketmaster's distributed commerce marketplace, which will introduce millions of new fans to Knitting Factory events."

"Our focus at TicketWeb is to build solutions that put time back in the day of the busy club owner and independent promoter," said Matt Shearer, SVP, Small Venues & Clubs for TicketWeb. "We

partner with some of the most iconic clubs across North America and globally so we're constantly developing new ticketing technology geared towards meeting their specific needs and providing greater access to our millions of active ticket buyers."

The complete list of LEG venues included in the new TicketWeb deal includes:

Oxnard Levity Live  
Nyack Levity Live  
Brea Improv  
Irvine Improv  
Ontario Improv (California)  
Hollywood Improv  
San Jose Improv  
Pittsburgh Improv  
Chicago Improv  
Denver Improv  
Tempe Improv  
Palm Beach Improv and Copper Blues  
Stand Up Live (Phoenix) and Copper Blues  
Improv Seminole Paradise

#### **About Ticketmaster**

Ticketmaster is the global market leader in live event ticketing, digital marketing, and mobile fan engagement tools that drive over 530 million ticket transactions per year. Through exclusive partnerships with thousands of venues, artists, sports leagues, and arts and theater tours, Ticketmaster delivers unparalleled access to the most iconic live events to millions of fans worldwide. Ticketmaster is a division of Live Nation Entertainment, the world's leading live entertainment company.

#### **Media Contact**

Ashley Dos Santos, Director, Communications

[\(213\) 739-4622](tel:2137394622)

[ashley.dossantos@ticketmaster.com](mailto:ashley.dossantos@ticketmaster.com)

###