



TicketServ supports TicketCharge Malaysia for high volume on-sales

SYDNEY, 1 November 2010: TicketServ Asia Pacific today reported on the successful use of SRO for all ticket sales and onsite processing of the sales for the CIMB Asia Pacific Golf Classic held in Kuala Lumpur.

The CIMB Asia Pacific Classic, Malaysia is the first ever PGA TOUR sanctioned event in Southeast Asia. This premier golf tournament, which is also sanctioned by the Asian Tour, was held from 28 to 31 October 2010 at The MINES Resort & Golf Club.

TicketCharge Malaysia secured the ticketing services contract using SRO supplied by TicketServ under a fully hosted operation for pre sale and access operations for the event so that TicketCharge could successfully deliver sales of more than 30,000 tickets during this event.

“TicketServ has worked with TicketCharge since early 2010 to provide a solution that allows real time sales via the web, agencies and phone room, while at the same time ensuring the capture of all relevant information needed to support this and many other on sale events,” said Ian English, Managing Director of TicketServ Asia Pacific. *“The solution allows an easy to distribute agency solution as well as a high level of custom look and feel for both TicketCharge and their clients web sites, meaning that the delivery can be brought down to a really fine level of service”* he added.

For further information on the technology, products, and services offered by TicketServ visit www.ticketserv.com.

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NOTES TO EDITOR

About TicketServ:

TicketServ Asia Pacific is the newest distributor of the globally successful SRO suite of products developed by TopTix technologies. In mid 2009 TicketServ was appointed as exclusive distributor of SRO in the Asia Pacific region to cover sales and support of the products and, along with other distributors, continue the global market expansion for TopTix. TicketServ Asia Pacific enters the Australasian market under leadership and management of a group of experienced industry specialists, supported by investment from a number of long-standing industry participants.

Based in a Sydney and 100% Australian owned, TicketServ is committed to the delivery of the best available ticket sales and management solutions to their clients while at the same time enabling control of distribution, brand, online sales and customer interactions.

About TicketCharge:

Commencing operations in 1991, TicketCharge has accumulated vast experience in handling the ticketing needs of event organizers and show promoters. TicketCharge provides a full suite of ticketing services for both large-scale and small-scale events

encompass the sale of event tickets via our network of distribution outlets, online and call-centre channels, ticket inventory management, sales reporting and in the near future, mobile ticketing services.

TicketCharge is one of the pioneering ticketing companies in Malaysia and has gained recognition as one of the leading and reliable ticketing agents in Malaysia. We have ticketed for events such as the XXI Sea Games 2001, the annual Disney On Ice in Malaysia and concert events such as the Vanessa-Mae Live Concert, Rock Legends Concert - Uriah Heep & Headwind, Bond Asian Tour 2002, Aaron Kwok Live in Malaysia, just to name a few. The company also handles ticketing for local and international arts and theatre productions, such as CATS, Fame, Chang & Eng - The Musical, Madame Butterfly Opera and Thousand Arms Thousand Eyes, among many others.

TicketCharge operates a ticketing portal at <http://www.ticketcharge.com.my>, which provides real-time ticketing capabilities. This offering will now enable consumers to select their preferred seating sections and to reserve, confirm and transact their tickets online on a real-time basis. TicketCharge has handled ticketing for an entire list of events, concerts, musical shows and festivals, including:

For further information or interview requests, please contact:

Ian English
Director
TicketServ Asia Pacific Pty Ltd
P: +61 2 9212 3001
E: ian@ticketserv.com