



TicketServ assists TicketCharge deliver major on sale for Jay Chou The Era 2011 World Tour

SYDNEY, 4 December 2010: TicketServ Asia Pacific today reported on the successful partnership between TicketServ and TicketCharge for the on sale of the Jay Chou The Era 2011 World Tour over the weekend of the 26 – 28 November 2010.

TicketCharge, one of our Malaysian clients, delivered a major on sale success with the Jay Chou The Era 2011 World Tour on sale last weekend with over 11,000 tickets sold across the weekend. Demand was high for this popular Asian artist and all channels operated to ensure that market demand could be met with sales via agencies, the web and the phone room.

“It is great to see the growth of TicketCharge’s presence and power in the market to deliver such a result for their promoters and will ensure that both the Malaysian market and TicketCharge continue to grow in stature,” said Ian English, Managing Director of TicketServ Asia Pacific. *“I continue to be impressed with TicketCharge’s ability to deliver a local solution in Malaysia and stand behind them with SRO and the TicketServ services and support”*, he said.

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.

About Jay Chou:

Expected to cover 40 venues, this world tour named "The Era World Tour" kick-started with its first performance in Taipei in June 2010 and continues to earn rave reviews as the most impressive concert production ever launched in Asia. The unprecedented stage design using over 2000 strips LED screens and completed with sophisticated 3D animations and stunning lighting and action effects simply surpasses the world standard in visual stage sensory! It has also set the record of being the fastest selling concert in history.

Organized by Speedy Entertainment, this much-awaited concert scheduled to heat up Putra Indoor Stadium, Bukit Jalil will see the heavenly king Jay Chou belting out his beautifully crafted songs and manoeuvring different musical instruments on stage.

Having more than 350 music awards under his belt, Jay's songs fuse R & B, rock and pop genres covering issues such as domestic violence, war and urbanization to subjects such as tender love. His use of meaningful, emotionally- rich lyrics, hits right at the heart and has solidified his status as a pioneer and a unique pop singer.

For further information or interview requests, please contact:

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