



PRESS RELEASE

EVENTIM showcases new marketing opportunities for promoters

Europe's biggest ticketing portal partners with iTunes / Promotion for downloads and tickets / Successful launch with Tokio Hotel

Hamburg, 05 November 2009 – www.eventim.de, the Internet portal operated by CTS EVENTIM AG, will provide concert promoters with new marketing opportunities for the future. In partnership with iTunes Store, EVENTIM is combining the promotion for albums and tickets, while also launching some attractive promotion activities for music fans.

Downloading an exclusive version of the favourite band's new album to one's own PC, Mac, iPod or iPhone, discovering the music immediately after album release and being the first to get a ticket for a concert on the forthcoming tour – fans of Tokio Hotel are elated about the new promotion campaign at www.eventim.de. All those who pre-ordered the newly released Tokio Hotel album 'Humanoid' through the iTunes Store will also be receiving one of the much-craved ticket codes. Only with such a ticket code can fans of the band order up to four tickets online and conveniently at www.eventim.de before official box office sales begin for the upcoming Tokio Hotel tour. The Tokio Hotel campaign is being promoted at both the www.eventim.de and iTunes Store websites.

“Concert promoters and record labels have been working closely together for many years in joint efforts to boost the popularity of their artists. Our service is tailored precisely to such cooperation”, explains Malte Blumenthal, Vice President New Media at CTS EVENTIM AG. “We are inviting every promoter and record label to experiment with these new marketing opportunities and to reach out to new target groups. We're open to every idea”, says Malte Blumenthal. More joint activities by EVENTIM and iTunes are planned for the months ahead.

About CTS EVENTIM

CTS EVENTIM AG, listed in the SDAX index (ISIN DE 0005470306), is Europe's market leader in the ticketing field and one of the leading providers of Live Entertainment. More than 70 million tickets for well over 100,000 events are sold annually using systems developed and marketed by the EVENTIM Group. In addition to more than 8,000 stationary box offices throughout Europe, sales via the Internet and especially via the www.eventim.de and www.getgo.de portals are gaining increasing importance.



For further information contact:

Engel & Zimmermann AG, Business Communication Agency
Hermann Zimmermann, Dr. Alexander Baer Tel. +49 89 8935-633
info@engel-zimmermann.de