



## PRESS RELEASE

**CTS EVENTIM: Tickets for musical market leader Stage Entertainment now available on [www.eventim.de](http://www.eventim.de)**

**Munich, Nov.17<sup>th</sup> 2011** – SDAX-listed CTS EVENTIM AG (ISIN DE 0005470306) is henceforth handling the ticketing for musical market leader Stage Entertainment through Europe's biggest ticketing portal Eventim.de. The sale of musical tickets on [www.eventim.de](http://www.eventim.de) has already started as part of the cooperation between CTS EVENTIM and Stage Entertainment. Webshops run by Stage Entertainment, i.e. [www.stage-entertainment.de](http://www.stage-entertainment.de) and [www.musicals.de](http://www.musicals.de), have also been migrated to the Eventim.de platform. For the future, Stage Entertainment relies on the market-leading technology of the Eventim shops. Right in time for the Christmas shopping season, Stage entertainment musicals are thus directly available to Eventim.de customers. Stage Entertainment is famous for hit productions like "Disney's The Lion King", "Sister Act" or "Hinterm Horizont". Now the company takes advantage of the CTS EVENTIM Group's comprehensive service to reach even more fans.

After nearly one year, the migration of Ticket Online and its most substantial partners to CTS EVENTIM's technology platform has successfully been completed. In addition to ticket sales through call centres, retail outlets and box offices, the online channel is of extreme importance to Stage Entertainment. Stage Entertainment customers now have access to numerous advanced functionalities on the internet.

The project was planned and implemented by an online-team consisting of Stage Entertainment and EVENTIM specialists. Malte Blumenthal, Vice President New Media at CTS EVENTIM: "Following this year's migration in Finland ([www.lippu.fi](http://www.lippu.fi)), our launch in Israel ([www.eventim.co.il](http://www.eventim.co.il)) and the Ticket Online relaunch ([www.ticketonline.de](http://www.ticketonline.de)), this is another major step in the development of CTS EVENTIM's position in the online market."

### **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 100 million tickets for well over 140,000 events are sold annually using systems developed and marketed by the EVENTIM Group. In addition to more than 20,000 stationary outlets throughout Europe, sales via the Internet and especially via the [www.eventim.de](http://www.eventim.de) and [www.getgo.de](http://www.getgo.de) portals are gaining increasing importance.



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