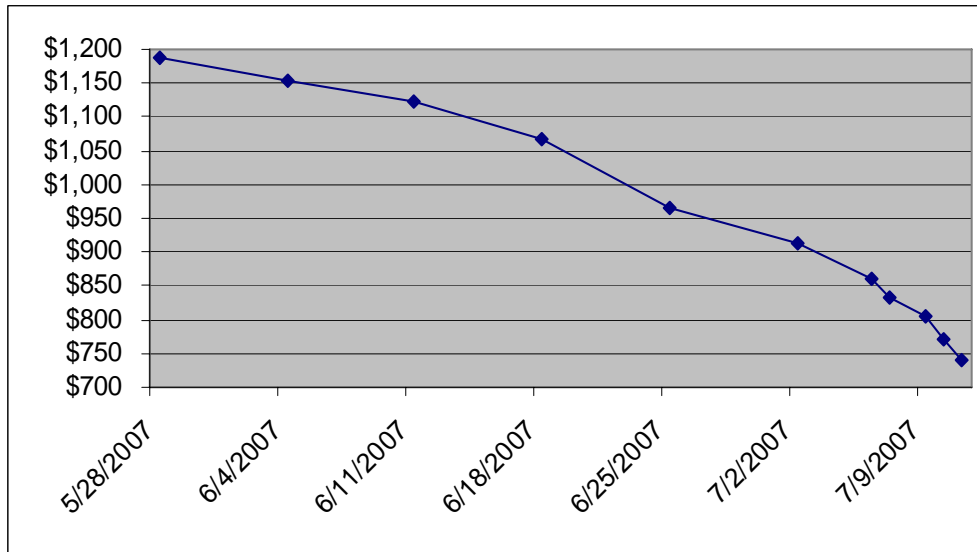




StubHub Ticket Data: 2007 MLB All-Star Week at AT&T Park Recap

Tuesday, July 10 – 2007 MLB All-Star Game

- The **average** ticket selling price for the All-Star Game was **\$740**. The average price consistently dropped in the last month:



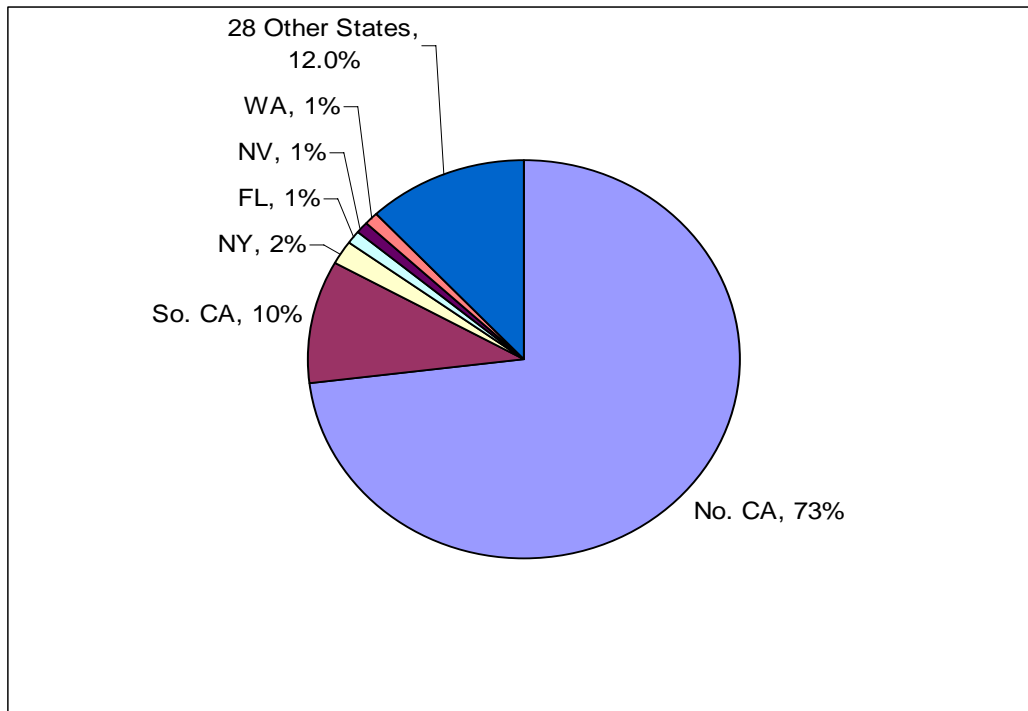
- The 2007 MLB All-Star Game is the **best-selling San Francisco/Bay Area event** in company history so far, based on total gross sales:

	Event	Date	Avg Price
1.	2007 MLB All-Star Game	7/10/07	\$ 740
2.	Pittsburgh Steelers at Oakland Raiders	10/29/06	\$ 122
3.	Green Bay Packers at San Francisco 49ers	12/10/06	\$ 163
4.	New York Yankees at San Francisco Giants	6/23/07	\$ 126
5.	The Police in Concert - McAfee Coliseum in Oakland	6/13/07	\$ 198

- The All-Star Game is also the **15th best-selling event in company history**, based on total gross sales (#1 Super Bowl XLI)
- The **most expensive** ticket sold was **\$4705** (Field Club 123)
- The **least expensive** ticket sold was **\$190** (Standing Room Only)
- The average price for the MLB All-Star Game as compared to the all-star games in the other three major leagues:

Event	Date	Avg Price
2007 NBA All-Star Game	10/29/06	\$ 2546
2007 MLB All-Star Game	7/10/07	\$ 740
2007 NHL All-Star Game	12/10/06	\$ 205
2007 NFL Pro Bowl	6/23/07	\$ 133

- Buyers from **33 states** purchased tickets for the All-Star Game. The top five in order were **California, New York, Florida, Nevada, and Washington**:



- The ratio of **Northern California** to **Southern California** buyers was **7:1**
 - Buyers in N. California have paid on average \$803 for an All-Star game ticket
 - Buyers in S. California have paid on average \$1076 for an All-Star Game ticket
- The average ticket selling price for **last year's** All-Star Game in Pittsburgh was **\$702**
- This year's All-Star Game sold **nearly triple** that of last year, based on total gross sales

Monday, July 9 – 2007 MLB All-Star Workout Day and Home Run Derby

- The **average** ticket selling price for the Workout Day/Home Run Derby was **\$269**
- The **most expensive** ticket sold was **\$1375** (Left Field Bleacher 138)
- The **least expensive** ticket sold was **\$89** (View Reserve 320)
- The average ticket selling price for **last year's** Workout Day/Home Run Derby was **\$234**
- This year's All-Star Workout Day/Home Run Derby sold **more than double** that of last year, based on total gross sales

Sunday, July 8 – 2007 MLB All-Star Sunday including Minor League Futures Game

- The **average** ticket selling price for All-Star Sunday was **\$73**
- The **most expensive** ticket sold was **\$2500** (Field Club 113)
- The **least expensive** ticket sold was **\$5** (View Reserve 305)
- The average ticket selling price for **last year's** All-Star Sunday was **\$48**
- This year's All-Star Sunday sold **over SIX times** that of last year, based on total gross sales

2007 MLB All-Star Full Strip

- The **average** ticket selling price for the All-Star Full Strip was **\$1274**
- The **most expensive** ticket sold was **\$5200** (Field Club 109)
- The **least expensive** ticket sold was **\$314** (Standing Room Only)

- The average ticket selling price for **last year's** Full Strip was **\$645**
- This year's All-Star Full Strip sold **over FIFTY times** that of last year, based on total gross sales

Fans can buy tickets for all 2007 MLB All-Star Weekend events games until they begin, which can be picked up at our Last Minute Transactions office conveniently located near AT&T Park. This is communicated to buyers during the transaction process.

Ticket Buying Safety Tips:

StubHub reminds people to take extra care and to avoid being ripped off when buying resold tickets and offers the following pointers on how fans can avoid getting scammed when purchasing tickets over the web.

1. ***Don't negotiate a deal on the street*** - *The risks of buying tickets from street scalpers are many, counterfeit tickets can be prevalent and once cash is handed over it's gone. Plus, selection is limited and pricing is not easily compared to other sellers*
2. ***Shop Online, But Be Smart*** - *Make sure to buy from a company with a rock solid reputation for service. (You take your chances buying from someone you meet via Craigslist.)*
3. ***Insist on a Guarantee*** - *To be 100% sure you'll get your tickets and your money is safe; try a site like StubHub which guarantees ticket authenticity, secure transactions and on time delivery. Tickets are worthless if they arrive late.*
4. ***Customer Service is Key*** - *Make sure any online site has a clearly visible Customer Service number so that you can easily contact a representative directly with any issues or assistance with your purchase.*
5. ***Beware of below market prices*** - *Be wary of any deals that look too good to be true. They usually are.*
6. ***Always use a credit card*** - *credit cards have built in securities against fraud. Cash money and wire transfers should never be used unless you know the seller personally*

What is StubHub?

StubHub is an online ticket marketplace where anybody can buy or sell any ticket to over 20,000 live events nationwide.

How is StubHub different from a ticket broker?

StubHub is an online marketplace. The company neither buys nor sells tickets. Instead, it serves as an online destination where buyers and sellers can come together, similar to the role of the stock market. Ticket brokers buy tickets in advance at a low price and resell at a higher price for profit.

How much does it cost to use StubHub?

It is free to list tickets for sale and to search for tickets to buy on StubHub. On each completed transaction, the buyer pays a 10% fee and sellers are charged a 15% fee. On the sale of a \$100 ticket, the buyer would pay \$110. The seller would net \$85.

All transactions in the StubHub marketplace are covered by the StubHub FanProtect^(TM) Guarantee.

All tickets purchased on the StubHub marketplace are covered by the StubHub FanProtect^(TM) Guarantee. This guarantee gives buyers the right to contest their purchase if they feel it has been compromised by issues regarding the tickets' shipment, validity, or even receipt. In the unlikely event there is an issue, StubHub will replace the tickets with comparable or better tickets, or if not possible, refund the buyer's payment in full.

Tickets available on StubHub

- Fans can buy seats on StubHub.com or calling 866-StubHub even on the day of the game. They'll be directed in their confirmation message to our pickup location near the stadium where they will receive their tickets. Tix are available 2 hrs prior to game time.
- All transactions at StubHub 100% guaranteed

StubHub offers protection that other sites don't. Every transaction is tracked, with registered sellers charged for tickets not delivered so buyers are guaranteed a ticket purchase, even if from another source.

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