



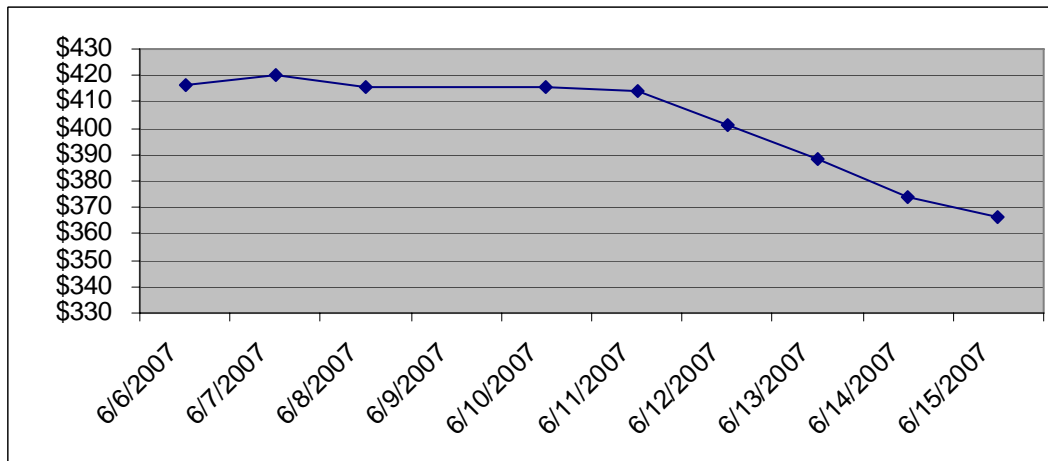
StubHub Ticket Data: 2007 NBA Playoffs Wrap (as of 6/15)

NBA Finals

Average		Average	
San Antonio Spurs	\$ 311	Cleveland Cavaliers	\$ 366
Range: \$83 - \$3658		Range: \$55 - \$3000	

vs.

- The **average** ticket selling price for the 2007 NBA Finals was **\$344**, with a range of **\$55 - \$3658**
 - The average ticket selling price for the 2006 NBA Finals (Heat vs. Mavs) was \$591, with a range of \$70 - \$5500
- Sales for the **Cavs' three** home games sold **more than double** that of the **Spurs' four** home games, based on total gross sales. Additionally, **more than twice** as many actual tickets were purchased on StubHub for the games in Cleveland.
- The last time the San Antonio Spurs were in the NBA Finals was in 2005, when they defeated the Pistons in seven games. The average ticket selling price for the four Spurs home games on StubHub was \$247, with a range of \$50 - \$1411
- The average ticket selling price for the Cleveland games dropped considerably as the series began to wind down:



- The **least expensive** ticket sold for the NBA Finals was **\$55** for the last **Cavs** home game (Game 4)
 - Ticket Details: Upper Corner – Section 219, Row 16
- The **most expensive** ticket sold to date for the NBA Finals was **\$3658** for the second **Spurs** home game (Game 2)
 - Ticket Details: Charter Level Center – Section 8, Row 9

- The average ticket selling price for **Game 1 in San Antonio** was **\$251**, with a range of **\$90** (Balcony Corner – Sec 227) - **\$2171** (Charter Level Center – Sec 20)
 - Game 1 is the **3rd best-selling San Antonio** event in **company history**, based on total gross sales (#1 – 9/9/06 Ohio State Buckeyes at Texas Longhorns)
- The average ticket selling price for **Game 2 in San Antonio** was **\$354**, with a range of **\$105** (Balcony Baseline – Sec 201) - **\$3658** (Charter Level Center – Sec 8)
 - Game 2 is the **5th best-selling San Antonio** event in **company history**, based on total gross sales
- The average ticket selling price for **Game 3 in Cleveland** was **\$341**, with a range of **\$75** (Upper Corner – Sec 219) - **\$2500** (Floor – Sec 10)
 - Game 3 is the **2nd best-selling Cleveland** event in **company history**, based on total gross sales
- The average ticket selling price for **Game 4 in Cleveland** was **\$360**, with a range of **\$55** (Upper Corner – Sec 219) - **\$3000** (Gold Center Straight – Sec 109)
 - Game 4 is the **best-selling Cleveland** event in **company history**, based on total gross sales

Fans can buy tickets for all NBA Finals games until tip-off, which can be picked up at our **Last Minute Transactions** locations near the venues. 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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Below are the average prices for tickets sold on StubHub for each of the previous rounds:

Conference Finals

<u>Eastern Conference</u>			
	Average	vs.	Average
Detroit Pistons	\$ 125		Cleveland Cavaliers
			\$ 183

<u>Western Conference</u>			
	Average	vs.	Average
San Antonio Spurs	\$ 109		Utah Jazz
			\$ 101

Conference Semifinals

Eastern Conference

Average		vs.	Average	
Detroit Pistons	\$ 116		Chicago Bulls	\$ 156
Cleveland Cavaliers	\$ 85		New Jersey Nets	\$ 96

Western Conference

Average		vs.	Average	
Phoenix Suns	\$ 217		San Antonio Spurs	\$ 139
Utah Jazz	\$ 92		Golden State Warriors	\$ 266

First Round

Eastern Conference

Average		vs.	Average	
Detroit Pistons	\$ 72		Orlando Magic	\$ 79
Chicago Bulls	\$ 122		Washington Wizards	\$ 90
Toronto Raptors	\$ 148		New Jersey Nets	\$ 91
Miami Heat	\$ 135		Cleveland Cavaliers	\$ 65

Western Conference

Average		vs.	Average	
Dallas Mavericks	\$ 132		Golden State Warriors	\$ 228
Phoenix Suns	\$ 149		Los Angeles Lakers	\$ 179
San Antonio Spurs	\$ 71		Denver Nuggets	\$ 112
Utah Jazz	\$ 48		Houston Rockets	\$ 77