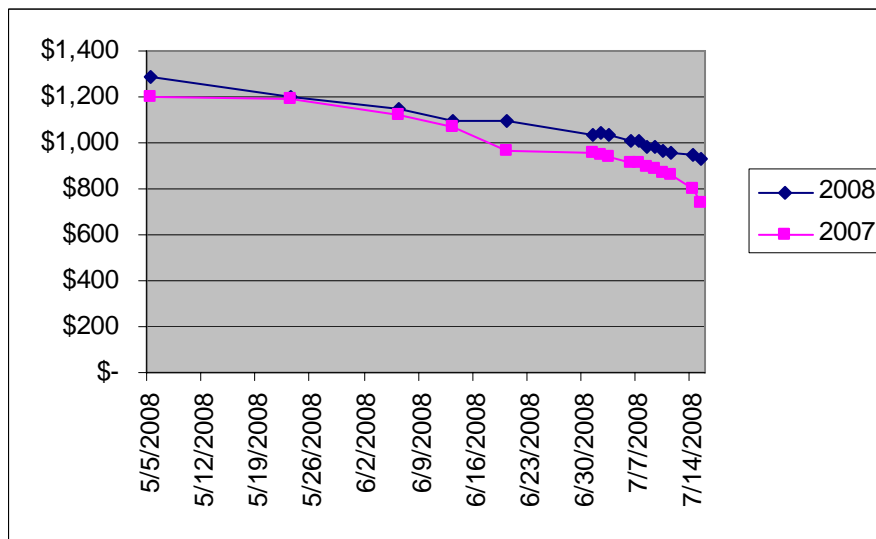




StubHub Ticket Data: 2008 MLB All-Star Week at Yankee Stadium Recap

Tuesday, July 15 – 2008 MLB All-Star Game

- The **average** ticket selling price for the 2008 MLB All-Star Game was **\$932**. The average price consistently dropped daily for a couple months prior, trending similarly to last year's All-Star Game in San Francisco:



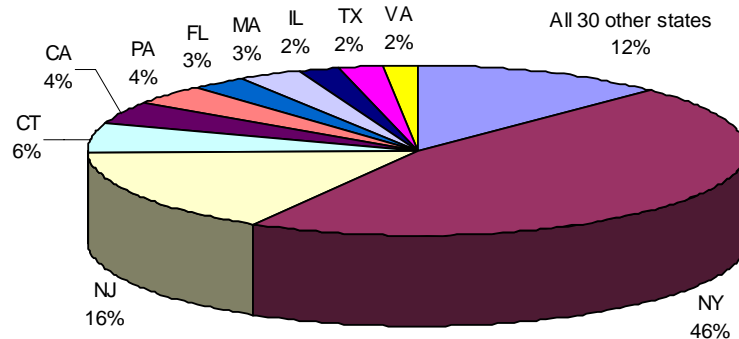
- The 2008 MLB All-Star Game is the **second best-selling event** in company history, based on dollar volume:

	Event	Date	Avg
1.	Super Bowl XLII - New England Patriots vs New York Giants	2/3/08	\$ 3536
2.	2008 MLB All-Star Game	7/15/08	\$ 932
3.	2008 BCS National Championship Game (Ohio State vs LSU)	1/7/08	\$ 1362
4.	Super Bowl XLI - Chicago Bears vs Indianapolis Colts	2/4/07	\$ 4004
5.	2007 BCS National Championship Game (Ohio State vs Florida)	1/8/07	\$ 1329

- The **most expensive** ticket sold was **\$14,500** (Field Championship 72)
- The **least expensive** ticket sold was **\$300** (Tier Reserved MVP 3)
- More than triple the amount of actual tickets** were purchased for the 2008 MLB All-Star Game, compared to the total for the 2007 MLB All-Star Game.
- Sales for this year's MLB All-Star Game is **more than quadruple** that of last year's event, based on dollar volume.
- The **average** price for the MLB All-Star Game as compared to the all-star games in the other three major leagues:

Event	Avg
2008 MLB All-Star Game	\$ 932
2008 NBA All-Star Game	\$ 609
2008 NHL All-Star Game	\$ 275
2008 NFL Pro Bowl	\$ 172

- Buyers from **45 states** purchased tickets for the 2008 MLB All-Star Game. The top five in order were **New York, New Jersey, Connecticut, California, and Pennsylvania**:



- The average price for the 2008 MLB All-Star Game as compared to previous years and venues:

Event	Venue	Avg
2008 MLB All-Star Game	Yankee Stadium	\$ 932
2007 MLB All-Star Game	AT&T Park, San Francisco	\$ 740
2006 MLB All-Star Game	PNC Park, Pittsburgh	\$ 702
2005 MLB All-Star Game	Comerica Park, Detroit	\$ 742
2004 MLB All-Star Game	Minute Maid Park, Houston	\$ 505
2003 MLB All-Star Game	US Cellular Field, Chicago	\$ 588

Monday, July 14 – 2008 MLB All-Star Workout Day featuring the Home Run Derby

- The **average** ticket selling price for the Workout Day/Home Run Derby was **\$296**
- The **most expensive** ticket sold was **\$1500** (Field Box 126)
- The **least expensive** ticket sold was **\$80** (Loge Box 474)
- The average ticket selling price for **last year's** Workout Day/Home Run Derby was **\$270**

Sunday, July 13 – 2008 MLB All-Star Sunday featuring the All Star Futures Game

- The **average** ticket selling price for All-Star Sunday was **\$82**
- The **most expensive** ticket sold was **\$911** (Field Box 45)
- The **least expensive** ticket sold was **\$1** (Tier Reserved MVP 12)
- The average ticket selling price for **last year's** All-Star Sunday was **\$73**

2008 MLB All-Star Full Strip

- The **average** ticket selling price for the All-Star Full Strip was **\$1460**
- The **most expensive** ticket sold was **\$7000** (Field Championship 28)

- The **least expensive** ticket sold was **\$399** (Tier Reserved MVP 1)
- The average ticket selling price for **last year's** Full Strip was **\$1274**

Ticket buying safety tips

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

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