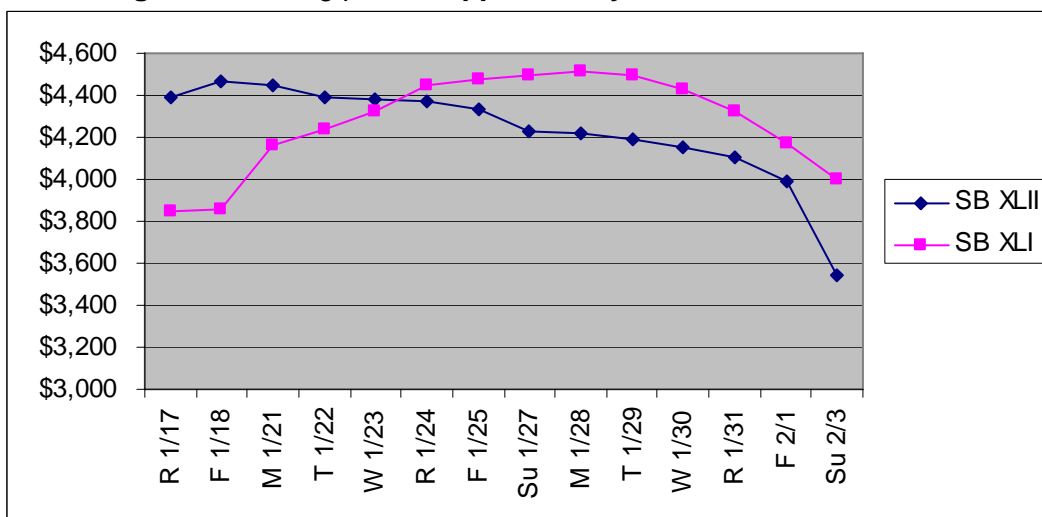




StubHub Ticket Data – Super Bowl XLII (as of 2/4)

➤ CURRENT SUPER BOWL XLII STATS

- Super Bowl XLII is currently the **best-selling event in company history**, based on dollar volume. Below is the list, along with the **average** ticket selling prices for each:
 1. **Super Bowl XLII (Patriots-Giants) 2/3/08 - \$3540**
 2. 2008 BCS Championship Game (Ohio State-LSU) 1/7/08 - **\$1362**
 3. Super Bowl XLI (Bear-Colts) 2/4/07 - **\$4004**
 4. 2007 BCS Championship Game (Ohio State-Florida) 1/8/07 - **\$1329**
 5. 2007 World Series Game 3 (Red Sox-Rockies) 10/27/07 - **\$928**
- The **average** ticket selling price for Super Bowl XLII was **\$3540**
 - **Average** for Super Bowl XLI (2/4/07 Bears-Colts) **\$4004**
 - **Average** for Super Bowl XL (2/5/06 Steelers-Seahawks): **\$3009**
 - **Average** for Super Bowl XXXIX (2/6/05 Eagles-Patriots): **\$2659**
 - **Average** for Super Bowl XXXVIII (2/1/04 Patriots-Panthers): **\$2290**
 - **Average** for Super Bowl XXXVII (1/26/03 Raiders-Buccaneers): **\$2767**
- Below are the **average** ticket selling prices for some of the recent marquee sporting events:
 - 2008 BCS Championship (Ohio State-LSU) - **\$1362**
 - 2007 World Series (Red Sox-Rockies) - **\$1036**
 - 2007 NBA Finals (Spurs-Cavs) - **\$344**
 - 2007 NHL Stanley Cup Finals (Ducks-Senators) - **\$484**
 - 2007 NCAAAB Tournament Championship (Florida-Ohio State) - **\$466**
- The **largest transaction in StubHub's history** was made last week for Super Bowl XLII tickets, in the amount of **\$90,000**
 - The buyer from Surfside, FL purchased 14 Main Sideline tickets at the 20 yd line
- The **average** ticket selling price **dropped nearly \$1000 in the last week** of sales:





- The **range** of tickets sold for Super Bowl XLII was **\$900 - \$9600**
 - The **least expensive** ticket sold was **\$900** for a single ticket (Terrace End). The buyer from Wellsville, NY bought the ticket just minutes before kick-off
 - The **least expensive pair** of tickets sold was **\$1349** (Terrace Sideline). The buyer from East Aurora, NY bought the two tickets the day before the Super Bowl
 - The **most expensive** ticket sold has been **\$9600** (Club Premium). The buyer from West Newton, MA bought two of these tickets a couple weeks before the game
- The **range** of tickets sold for Super Bowl XLI was **\$1500** (Upper Corner) - **\$10,287** (Club Prime Midfield – 50 yd line)
- Buyers from **40 states** purchased tickets for Super Bowl XLII. The top five in order were: AZ (13%) – CA (13%) – NY (13%) – MA (12%) – NJ (9%)
- The **average** ticket selling price for the 12/29/07 regular season game between the Patriots and Giants in Giants Stadium was **\$272**, with a range of **\$75 - \$1600**

➤ THE ROAD TO SUPER BOWL XLII

New England Patriots

AFC Championship Game: San Diego Chargers at New England Patriots

- The **average** ticket selling price was **\$422**, with a range of **\$90** (Standing Room Only) - **\$3300** (Lower Sideline – 20 yd line)

AFC Divisional Playoff Game: Jacksonville Jaguars at New England Patriots

- The **average** ticket selling price was **\$307**, with a range of **\$100** (Upper Sideline) to **\$1900** (Club – End Zone)

New York Giants

NFC Championship Game: New York Giants at Green Bay Packers

- The **average** ticket selling price was **\$710**, with a range of **\$200** (Lower Level Corner) - **\$2500** (Lower Level Sideline – 50 yd)
- A suite overlooking the 40-yd line was also purchased for **\$20,058**

- Giants-Packers sold **more than double** that of the Chargers-Patriots AFC Championship Game, based on dollar volume

NFC Divisional Playoff Game: New York Giants at Dallas Cowboys

- The **average** ticket selling price was **\$235**, with a range of **\$44** (Upper Level Sideline) to **\$2250** (Lower Level Sideline – 50 yd)
- A Crown Suite overlooking the end zone was also purchased for **\$24,000**
- Giants-Cowboys was the **best-selling Divisional Playoff Game**, based on both dollar volume and actual tickets sold

NFC Wild Card Game: New York Giants at Tampa Bay Buccaneers

- The **average** ticket selling price was **\$188**, with a range of **\$85** (Upper Deck Corner) to **\$1250** (Club Sideline – 50 yd)

➤ **STUBHUB TIPS**

Buy tickets early

StubHub tickets are **100% guaranteed** and are fully refunded if the game does not take place. Fans anticipating a positive playoff outcome this season are already purchasing tickets on StubHub for future games.

Ticket Buying 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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