



Tourney Ticket Sales Data Recap:

Final Four in San Antonio:

Event	Avg	High	Low
Championship	\$389	\$2223	\$60
Semifinals	\$672	\$3334	\$155
All Session Strip	\$898	\$6471	\$165
Final Four games	\$655	\$6471	\$60

- The **average** ticket selling price for this year's Final Four Championship was **\$389**
 - The average price for last year's Final Four Championship in Atlanta was \$466
 - The average price for the 2006 Final Four Semifinals in Indianapolis was \$425
 - The average price for the 2005 Final Four Semifinals in St. Louis was \$543
- The **average** ticket selling price for this year's Final Four games was **\$655**
 - The average price for last year's Final Four games in Atlanta was \$578
 - The average price for the 2006 Final Four games in Indianapolis was \$615
 - The average price for the 2005 Final Four games in St. Louis was \$684
- The **average** ticket selling price for this year's Final Four Semifinals was **\$672**
 - The average price for last year's Final Four Semifinals in Atlanta was \$402
 - The average price for the 2006 Final Four Semifinals in Indianapolis was \$405
 - The average price for the 2005 Final Four Semifinals in St. Louis was \$475
- The **average** ticket selling price for this year's Final Four Strips was **\$898**
 - The average price for last year's Final Four Strips in Atlanta was \$840
 - The average price for the 2006 Final Four Strips in Indianapolis was \$781
 - The average price for the 2005 Final Four Strips in St. Louis was \$1186
- The **least expensive ticket** sold for the entire Tournament to date has been **\$10** for Session 1 in Anaheim (Marquette-Kentucky, Stanford-Cornell)
 - Ticket details: Section 437, Row R
- The **least expensive ticket** sold for the Final Four to date has been **\$70** for the Championship Game
 - Ticket details: Section 316, Row 21
- The **most expensive ticket** sold for the entire Tournament to date has been **\$6471** for a Final Four Strip
 - The buyer from Windam, ME purchased 2 ticket strips two weeks ago
 - Ticket details: Section 122, Row 9
- Fans can buy tickets for all tournament games until the tipoff, which can be picked up at our **Last Minute Services** locations near the venues. This is communicated to buyers during the transaction process.

REGIONALS RECAP

Site	Avg	High	Low
Houston	\$245	\$2550	\$30
Charlotte	\$364	\$2825	\$71
Detroit	\$152	\$1150	\$10
Phoenix	\$241	\$2530	\$29
All sites	\$232	\$2825	\$10

(ranked by dollar volume)

- Ticket sales for this year's Regionals sites sold **more than 15%** than that of last year, based on dollar volume

FIRST/SECOND ROUNDS RECAP

Site	Avg	High	Low
Washington DC	\$233	\$1843	\$31
Anaheim	\$189	\$2001	\$10
Raleigh	\$209	\$1471	\$30
Denver	\$207	\$1300	\$33
Tampa	\$149	\$1148	\$19
Omaha	\$381	\$1685	\$89
Little Rock	\$268	\$1065	\$60
Birmingham	\$157	\$1706	\$38
All sites	\$210	\$2001	\$10

(ranked by dollar volume)

- Ticket sales for this year's First and Second Round sites sold **nearly 70% more** than that of last year, based on dollar volume

2007-2008 Regular Season Data – StubHub Sales Activity

Top 10 Teams (by average price)

Team	Avg
Duke Blue Devils	\$540
Memphis Tigers	\$142
North Carolina Tar Heels	\$134
Kansas Jayhawks	\$113
Indiana Hoosiers	\$103
UCLA Bruins	\$99
Kentucky Wildcats	\$90
Stanford Cardinal	\$84
Wisconsin Badgers	\$84
USC Trojans	\$82

Top 10 Teams (by dollar volume)

Team	Avg
Duke Blue Devils	\$540
North Carolina Tar Heels	\$134
UCLA Bruins	\$99
Indiana Hoosiers	\$103
Georgetown Hoyas	\$51
Kansas Jayhawks	\$113
Kentucky Wildcats	\$90
USC Trojans	\$82
Memphis Tigers	\$142
Michigan State Spartans	\$80

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



StubHub Opens the Playbook: Makes Finding Tickets to March Madness a Lay Up

Knowing how to shop for tickets can be the difference between sideline seat and a seat on sofa

San Francisco, CA - (March 16, 2008) – As March Madness officially kicks off with today's selection announcement, teams from across the country are scrambling to devise their game plans, all hoping to be the last team standing come April 7th in San Antonio. Meanwhile, tens of thousands of fans are making a mad rush for tickets, hoping to catch the Big Dance in person. Since 2000, StubHub, the world's largest ticket marketplace, has helped more fans get to March Madness games than any other ticketing company, giving it a unique perspective on how fans can scoop up the best ticket value. With tickets rarely, if ever, available at the box office for NCAA Tournament games, access to the best selection of tickets is top of mind for college hoops fans.

"Selection Sunday is like the day after Thanksgiving at StubHub, as the minute the 65 teams' destinations are revealed, our site traffic goes off the charts," said StubHub spokesperson Sean Pate. "With college bowl games fans have some time to deliberate on their travel, but with tournament games beginning in four short days, the sense of urgency to secure tickets is immediate."

No matter if your team is a 'Cinderella' story, a bracket buster or a traditional powerhouse, the need to know how to find the best options for tickets remains the same. StubHub provides the inside scoop that will help fans find the perfect tickets to experience the madness of March:

- **Play the market.** StubHub acts like a stock market for tickets, with games/locations taking on the qualities of stocks with hot or cold values. If two traditional powers are squaring off in an early round match up, buying quickly is a good bet when selection is at its highest. If your team is playing a relative unknown, prices can very well decline until tip-off, so consider watching the StubHub market before buying and you may come up with a major deal. For most venues, tickets are available until tipoff on StubHub.
- **First Weekend = Best Bang for Buck.** Each round of the NCAA Tournament provides riveting drama and intense competition, but as teams advance and the stakes get higher so does the price tag. The first weekend of the Big Dance offers not only some of the most dramatic scenes but also the greatest values. With three different sessions to choose from, hoops fans have flexibility in deciding on which games to attend. Plan a trip to the first round sites to see high drama and the best prices for tickets.
- **Quality or Quantity?** Fans who are looking to take in as much of the madness as possible should consider purchasing entire session "strips" of tickets. During weekend one, ticket strips grant admission to six games total, two sessions and four games on day one with two games on day two. For not much more investment, fans can have an all access pass to the games on any given day of competition. Conversely, if it's just one team you're really interested in seeing, single session passes can be purchased through StubHub for as little as \$40.
- **Losers = Winners.** With upsets a constant during March Madness, fans often find themselves left with tickets to games their team will not be playing in. When disappointed

fans want to head home they will look to unload tickets in a hurry, yielding big value for the patient buyer. This will apply most often for the second day of competition at any venue.

- **Don't assume, check often.** Don't assume the location or price of tickets you want will not be available if you don't see them on your first visit. StubHub's online marketplace is constantly changing as sellers will list new tickets and change prices frequently. Savvy shoppers should check often for new ticket availability or more attractive prices.

Following is an early glance at the current selling prices for NCAA Tournament sites this coming weekend. Visit StubHub.com for up to the minute selection and availability:

<u>Venue</u>	<u>Average Selling Price</u>	<u>Least Expensive Ticket Sold</u>
Anaheim	\$ 259	\$ 40
Birmingham	\$ 205	\$ 55
Denver	\$ 236	\$ 70
Little Rock	\$ 304	\$ 89
Omaha	\$ 464	\$ 125
Raleigh	\$ 265	\$ 65
Tampa	\$ 262	\$ 45
Washington DC	\$ 318	\$ 65

StubHub is the officially endorsed secondary ticket marketplace of the following universities: Arizona, Georgetown, Kansas State, Purdue, Stanford, Texas A&M, USC and West Virginia.

StubHub's unique, unrestricted marketplace, dedicated solely to tickets, provides fans the choice to buy or sell their tickets in a safe, convenient and guaranteed environment. The company's best of class customer service, FanProtect™ Guarantee and award-winning customer satisfaction are attributes that have made StubHub a destination for millions of ticket buyers and sellers.

About StubHub

StubHub is the world's largest ticket marketplace, enabling fans to buy and sell tickets to a vast selection of nearly 30,000 sports, concert, theater and other live entertainment events. StubHub reinvented the ticket resale market in 2000 and continues to lead through innovation. The company's unique online marketplace, dedicated solely to tickets, provides all fans the choice to buy or sell their tickets in a safe, convenient, and highly reliable environment. All transactions are processed and delivered via StubHub's patent-pending FanNetworkSM ticket delivery service, supported by seven-day toll free customer service at 1-866-STUBHUB, and backed by an industry-first FanProtect™ Guarantee. Company partners include MLB.com and over 30 teams in the NFL, NBA, NHL and NCAA along with numerous media companies.

StubHub is an eBay company (NASDAQ: EBAY). For more information on StubHub, visit www.stubhub.com

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