



## 2009-2010 College Bowl Games Recap (data as of 1/11/10)

**Top 10 Bowl Games** - Below are the top 10 bowl games this season, ranked in descending order by StubHub gross sales

2010 BCS National Championship Game (Alabama vs Texas)	1/7/2010	\$	881
2010 Rose Bowl (Ohio State vs Oregon)	1/1/2010	\$	374
Cotton Bowl (Oklahoma State vs Ole Miss)	1/2/2010	\$	154
Gator Bowl (West Virginia vs Florida State)	1/1/2010	\$	140
2010 Fiesta Bowl (Boise State vs TCU)	1/4/2010	\$	163
Chick-Fil-A Bowl (Tennessee vs Virginia Tech)	12/31/2009	\$	120
2010 Sugar Bowl (Florida vs Cincinnati)	1/1/2010	\$	156
2010 Orange Bowl (Georgia Tech vs Iowa)	1/5/2010	\$	176
Holiday Bowl (Arizona vs Nebraska)	12/30/2009	\$	140
Capital One Bowl (Penn State vs LSU)	1/1/2010	\$	100

### BCS Bowl Games Breakdown

BCS National Championship (Alabama-Texas) <http://www.stubhub.com/bcs-national-championship-game-tickets/>

- Fans paid an average price of **\$881**, and a range of **\$99 - \$5000**
- **Texas** buyers made up 32% of buyers, followed by 18% from **Alabama** and 15% from **California**
  - Texas buyers paid an average price of \$921
  - Alabama buyers paid an average price of \$876
  - California buyers paid an average price of \$812
- Last season, fans paid an average price of **\$684** for the BCS Title Game (Florida-Oklahoma)
- The 2010 BCS Title Game has outsold last season's championship game and currently ranks **#4 on StubHub's all-time list** of highest-grossing events (2009 BCS Title Game is #6)
  1. '09 World Series: Philadelphia Phillies at New York Yankees - Game 6 11/04/2009
  2. '09 World Series: Philadelphia Phillies at New York Yankees - Game 2 10/29/2009
  3. Super Bowl XLIII (Arizona Cardinals vs. Pittsburgh Steelers) 02/01/2009
  4. **2010 BCS National Championship Game (Alabama vs. Texas) 01/07/2010**
  5. '09 World Series: Philadelphia Phillies at New York Yankees - Game 1 10/28/2009

Orange Bowl (Georgia Tech-Iowa) <http://www.stubhub.com/orange-bowl-tickets/>

- Fans paid an average price of **\$176**, and a range of **\$39 - \$650**
- **Iowa** buyers made up 27% of buyers, followed by 18% from **Florida** and 15% from **Georgia**
  - Iowa buyers paid an average price of \$180
  - Florida buyers paid an average price of \$165
  - Georgia buyers paid an average price of \$174
- Last season, fans paid an average price of **\$63** for the Orange Bowl (Cincinnati-Virginia Tech)
- StubHub gross sales for the 2010 Orange Bowl have surpassed every previous Orange Bowl

Fiesta Bowl (Boise State-TCU) <http://www.stubhub.com/fiesta-bowl-tickets/>

- Fans paid an average price of **\$163**, and a range of **\$24 - \$1500**
- **Arizona** buyers made up 27% of buyers, followed by 19% from **Idaho** and 16% from **Texas**
  - Arizona buyers paid an average price of \$119
  - Idaho buyers paid an average price of \$161
  - Texas buyers paid an average price of \$233
- Last season, fans paid an average price of **\$170** for the Fiesta Bowl (Texas-Ohio State)
- StubHub gross sales for the 2010 Fiesta Bowl have surpassed every previous Fiesta Bowl



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Rose Bowl (Ohio State-Oregon) <http://www.stubhub.com/rose-bowl-tickets/>

- Fans paid an average price of **\$374**, and a range of **\$87 - \$1995**
- **California** buyers made up 48% of buyers, followed by 13% from **Oregon** and 9% from **Ohio**
- Last season, fans paid an average price of **\$269** for the Rose Bowl (Penn State-USC)
- StubHub gross sales for the 2010 Rose Bowl have surpassed every previous Rose Bowl

Sugar Bowl (Florida-Cincinnati) <http://www.stubhub.com/sugar-bowl-tickets/>

- Fans paid an average price of **\$156**, and a range of **\$12 - \$1475**
- **Florida** buyers made up 24% of buyers, followed by 24% from **Ohio** and 12% from **Louisiana**
- Last season, fans paid an average price of **\$202** for the Sugar Bowl (Utah-Alabama)

### **Ticket buying safety tips**

***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. To be 100% sure you'll get your tickets and your money is safe; use a company which guarantees ticket authenticity, secure transactions and on-time delivery or pick-up.

***Shop Where the Most Tickets are*** - StubHub is the leader in the secondary ticket market, resulting in the widest ticket selection for fans. More tickets in one location creates a vibrant marketplace with attractive prices for fans shopping in all price ranges.

***Don't Assume, Check Often*** - Don't assume the location or price of tickets you want are not available if you don't see them at first glance. The secondary ticket marketplace is constantly changing as sellers list new tickets and change their prices frequently. Savvy shoppers should check often for new ticket availability or more attractive prices.

***Be Patient*** - Sometimes waiting until a couple of weeks before an event will yield the very best bargains. Check daily for the most competitively priced tickets on the Net but remember that waiting can also mean less to choose from, so don't wait too long.

***Customer Service is Key*** - One of the hallmarks of StubHub.com is incredible customer service. Unlike many e-commerce sites, StubHub offers an 800 number for ticket buyers who are not near or comfortable with a computer. StubHub customers can speak directly to a customer service representative to aid in their transaction. The call center is available seven days a week, and can also provide additional assistance for fans with questions on seat selection, shipping and more.