



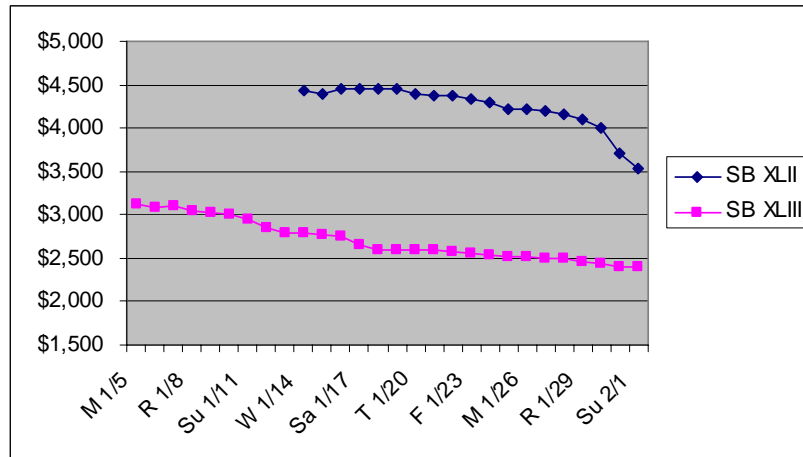
StubHub Ticket Data – Super Bowl XLIII Recap

- The **average** price of **\$2402** for this year's Super Bowl **was less** than the average price from the last four years:

XLII (2008 Giants-Patriots) - **\$3536**
XLI (2007 Colts-Bears) - **\$4004**
XL (2006 Seahawks-Steelers) - **\$3009**

XXXIX (2005 Eagles-Patriots) - **\$2659**
XXXVIII (2004 Patriots-Panthers) - **\$2290**
XXXVII (2003 Raiders-Bucs) - **\$2767**

- The **average** price for Super Bowl XLIII was **considerably lower** than that of Super Bowl XLII and followed a similar downward trend leading up to the event:



- The **range** of tickets purchased was **\$1299** (Upper Corner) - **\$8500** (Club Prem)
 - The buyer of the \$1299 tickets is from Pittsburgh, PA and purchased his two last weekend
 - The buyer of three tickets each at \$8500 resides in La Jolla, CA and purchased his tickets back in September of last year
- Two luxury suites** were purchased, each included tickets and catering for 8 fans
 - A fan from Tampa purchased a suite in the End Zone for **\$51,200**
 - Another fan from Orlando purchased a suite on the 25-yd line for **\$46,472**
- Super Bowl XLIII sold **more actual tickets** than any other Super Bowl on StubHub
- More than double the amount of tickets** were purchased compared than last year, while the **average price was more than 30% less year over year**
- Super Bowl XLIII is the **highest-grossing event** in company history
 - It the **highest-grossing Florida event**, outselling the recent BCS Title Game (#2)
 - It has grossed **more than both** the Tampa Bay Rays World Series games **combined**
- Buyers from **47 states** (all except Minnesota, Oklahoma, and Wyoming) purchased tickets for the Super Bowl, the top ten in order:
PA 22% - FL 18% - AZ 7% - NY 6% - NJ 6% - CA 5% - VA 4% - TX 3% - MD 3% - IL 3%
- The last time the Steelers and Cardinals met was 9/30/07 (in Arizona), fetching an **average** ticket selling price of **\$207**



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- Below are the **average** selling prices for some of the recent marquee sporting events:
 - 2009 BCS Championship (Florida-Oklahoma) - **\$684**
 - 2008 World Series (Phillies-Rays) - **\$903** (Phillies home) | **\$378** (Rays home)
 - 2008 NBA Finals (Celtics-Lakers) - **\$703** (Celtics home) **\$884** (Lakers home)
 - 2008 NHL Stanley Cup (Red Wings-Penguins) - **\$415** (Red Wings home) | **\$758** (Penguins home)
 - 2008 NCAA Basketball Tournament Championship (Kansas-Memphis) - **\$389**



Every Super Bowl XLIII ticket purchased on StubHub will plant a tree in **Ocala National Forest**, nearby Tampa. Buy a ticket or [donate directly](#) today!

Learn more: www.StubHub.com/TicketsForTrees

The road to the Super Bowl

Below are **average** selling prices for each game, ranked in descending order by dollar volume:

<u>Super Bowl XLIII</u>		
NFC Championship: Philadelphia Eagles at Arizona Cardinals	1-Feb	\$2,403
NFC Divisional Game: Philadelphia Eagles at New York Giants	18-Jan	\$ 349
AFC Championship: Baltimore Ravens at Pittsburgh Steelers	11-Jan	\$ 307
AFC Wild Card Game: Indianapolis Colts at San Diego Chargers	18-Jan	\$ 358
AFC Wild Card Game: Baltimore Ravens at Miami Dolphins	3-Jan	\$ 167
AFC Divisional Game: San Diego Chargers at Pittsburgh Steelers	4-Jan	\$ 143
AFC Divisional Game: Baltimore Ravens at Tennessee Titans	11-Jan	\$ 245
NFC Divisional Game: Arizona Cardinals at Carolina Panthers	10-Jan	\$ 182
NFC Wild Card Game: Atlanta Falcons at Arizona Cardinals	10-Jan	\$ 231
NFC Wild Card Game: Philadelphia Eagles at Minnesota Vikings	3-Jan	\$ 85
	4-Jan	\$ 99

- The NFC Championship between the Eagles and Cardinals is the **highest-grossing NFL game** in company history, outside of the last two Super Bowls
- Eagles-Cardinals has also sold **more actual tickets than any other NFL game** in company history
- The AFC Championship between the Ravens and Steelers is the **highest-grossing Pittsburgh event** in company history

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