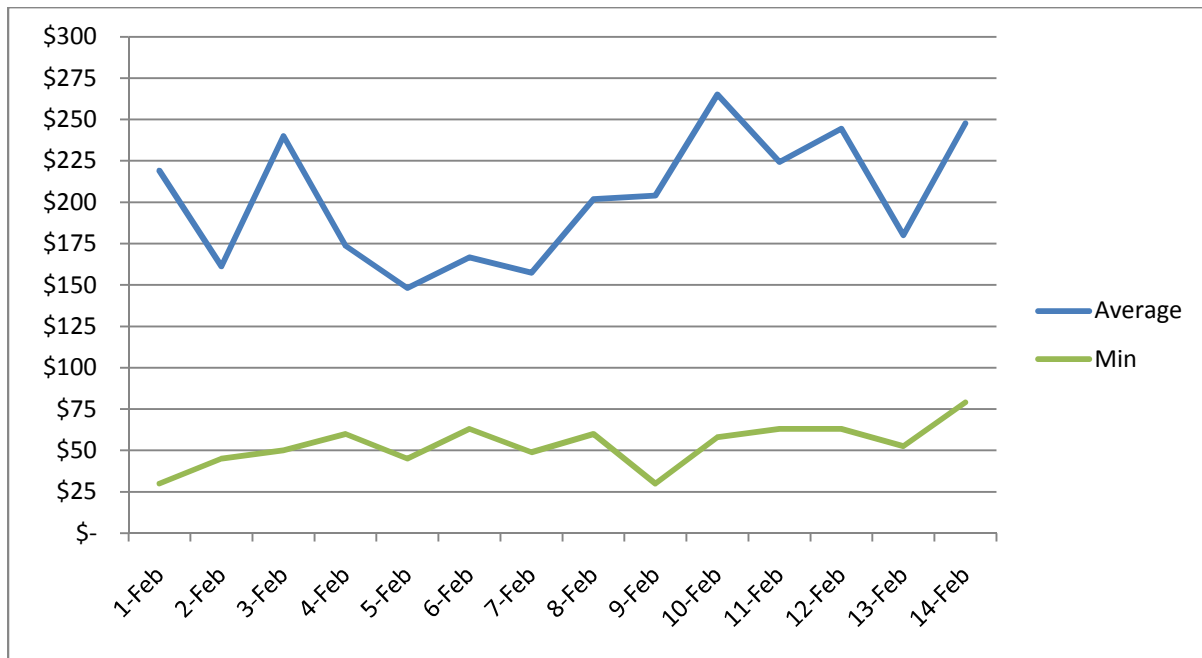




NBA All-Star Weekend in Dallas - Recap

NBA All-Star Game at Cowboy Stadium – February 14th

- The overall average price was **\$192**, with a range of **\$30** (SRO) - **\$8000** (Sideline)
- The day-to-day average price fluctuated throughout the week and landed at **\$248** on game day



- Top 3 buyer states: **Texas** (61%) – **California** (4%) – **Oklahoma** (3%)
(remaining states were 2% and less)
 - Texas buyers paid an average price of \$176
 - California buyers paid an average price of \$284
 - Oklahoma buyers paid an average price of \$177
- This is the **most affordable NBA All-Star Game**, since we began tracking average prices in 2006
 - 2009 in Phoenix - \$788
 - 2007 in Las Vegas - \$2546
 - 2008 in New Orleans - \$605
 - 2006 in Houston - \$895

NBA All-Star Saturday Night at American Airlines Center – February 13th

- Fans paid an average price of **\$552**, with a range of **\$199** (Upper End) - **\$3165** (Lower Sideline)
- So far, the average price falls midway with previous years
 - 2009 in Phoenix - \$626
 - 2007 in Las Vegas - \$1534
 - 2008 in New Orleans - \$382
 - 2006 in Houston - \$460