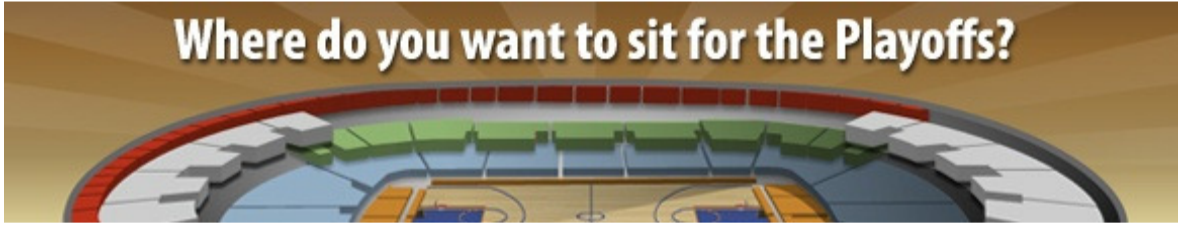




2010 NBA Finals and NHL Stanley Cup Finals Recap

<http://www.stubhub.com/nba-playoff-tickets/>



NBA Finals | <http://www.stubhub.com/nba-finals-tickets/>

- On **average**, fans paid **\$947** for the Lakers' four home games.
 - Last year, fans paid an average price of \$682 when the Lakers played the Magic.
 - Two years ago, fans paid an average price of \$884 when the Lakers played the Celtics.
- On **average**, fans paid **\$566** for the Celtics' three home games.
 - Two years ago, fans paid an average price of \$703 when the Celtics played the Lakers.
- Below are the **average** prices fans are paying for each game, in descending order by dollar volume:

| | | |
|--|--------|----------|
| Boston Celtics at Los Angeles Lakers Home Game 4 | 17-Jun | \$ 1,316 |
| Los Angeles Lakers at Boston Celtics - Home Game 3 | 13-Jun | \$ 683 |
| Los Angeles Lakers at Boston Celtics - Home Game 2 | 10-Jun | \$ 551 |
| Boston Celtics at Los Angeles Lakers Home Game 3 | 15-Jun | \$ 905 |
| Boston Celtics at Los Angeles Lakers Home Game 2 | 6-Jun | \$ 816 |
| Los Angeles Lakers at Boston Celtics - Home Game 1 | 8-Jun | \$ 456 |
| Boston Celtics at Los Angeles Lakers Home Game 1 | 3-Jun | \$ 674 |

Previous Rounds – Below are the **average** prices fans paid for each teams' respective home games:

Western Conference Finals
 Lakers - **\$182** vs. Suns - **\$191**

Eastern Conference Finals
 Celtics - **\$315** vs. Magic - **\$143**

Western Conference Finals
 Lakers - **\$182** vs. Jazz - **\$71**
 Suns - **\$84** vs. Spurs - **\$66**

Eastern Conference Semifinals
 Cavs - **\$144** vs. Celtics - **\$168**
 Magic - **\$65** vs. Hawks - **\$54**

Western Conference – First Round
 Lakers - **\$182** vs. Thunder - **\$159**
 Mavs - **\$74** vs. Spurs - **\$50**
 Suns - **\$74** vs. Blazers - **\$120**
 Nuggets - **\$43** vs. Jazz - **\$47**

Eastern Conference – First Round
 Cavs - **\$105** vs. Bulls - **\$142**
 Magic - **\$51** vs. Bobcats - **\$68**
 Hawks - **\$36** vs. Bucks - **\$70**
 Celtics - **\$75** vs. Heat - **\$111**

Historical Ticket Data Recaps

2009 Playoffs: http://www.stubhub-feeds.com/pressboxheadlines/09_Playoffs_Lakers.pdf

2008 Playoffs: http://www.stubhub-feeds.com/pressboxheadlines/08_Playoffs_Celtics.pdf



NHL Stanley Cup

- On **average**, fans paid **\$797** for the Blackhawks’ three home games and **\$626** for the Flyers’ three home games.
- Fans purchased more tickets for the Flyers’ home games, but dollar volume was higher for the Blackhawks’ games (due to the higher average price).
- Below are the **average** prices fans paid for each game, in descending order by dollar volume:

| | | |
|--|--------|--------|
| Game 5: Philadelphia Flyers at Chicago Blackhawks - Home Game 3 | 6-Jun | \$ 952 |
| Game 6: Chicago Blackhawks at Philadelphia Flyers - Home Game 3 | 9-Jun | \$ 681 |
| Game 4: Chicago Blackhawks at Philadelphia Flyers - Home Game 2 | 4-Jun | \$ 661 |
| Game 1 : Philadelphia Flyers at Chicago Blackhawks - Home Game 1 | 29-May | \$ 712 |
| Game 2: Philadelphia Flyers at Chicago Blackhawks - Home Game 2 | 31-May | \$ 729 |
| Game 3: Chicago Blackhawks at Philadelphia Flyers - Home Game 1 | 2-Jun | \$ 528 |

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.