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The new Ticketek app for iPhone and iPod touch; Browse, Buy, Experience!

Launched today in Australia and New Zealand, the new Ticketek App for iPhone and iPod touch takes ticketing to a new level, offering a simple and intuitive platform to browse events, purchase tickets and share event experiences with friends.

The app is the latest addition to Ticketek's market-leading mobile suite which already includes a fully-optimised mobile site and mobile tickets which support Apple's Passbook.

Featuring a What's On guide, the app uses location services to display a calendar of events happening nearby, while also providing fans with the convenience of Ticketek's mCommerce platform to purchase tickets to any event on the go and have their mobile tickets automatically added to their personal Ticket Wallet within the app.

The unique social sharing feature Friend Spotter has been developed exclusively for the Ticketek App and uses state-of-the-art augmented reality technology to allow Facebook friends locate each other instantly in a crowd using their iPhone camera viewfinder.

"This app is about making ticketing more streamlined and convenient for our customers, while providing the tools to enhance their event experience," said Cameron Hoy, Managing Director, Ticketek Australia.

"We are seeing a rapid shift in the way customers purchase tickets, with close to 30% of our digital traffic coming through the mobile platform. Mobile is the future in this industry, and our new app extends our existing market-leading mobile platform to create a more engaged experience for fans."

"In a world-first, our new social sharing feature Friend Spotter uses cutting edge technology to link fans socially at an event. We see our iPhone app as an opportunity to take the event experience beyond the ticket, and provide a real-time means for fans to connect with friends and share their event experiences."

The Ticketek App is available for free from the App Store on iPhone and iPod touch or at www.itunes.com/appstore. For more information on Ticketek's locally developed mobile platform, visit www.ticketek.com.au/mobile.