



Ticketek announces support for Apple's Passbook

Ticketek, Australia's leading ticketing service provider, announced today its support for Passbook, which will allow customers to organise their mobile tickets in one convenient place on their iPhone or iPod touch. Ticketek is one of the first companies worldwide to integrate with Passbook and starting today Ticketek's mobile tickets will have the option to "Add to Passbook."

Ticketek Australia's Managing Director Cameron Hoy said "We have seen a massive growth in mobile adoption in the live event space. The uptake of mobile tickets is also increasing rapidly, up to five times quicker than any other delivery method. We are excited to support Passbook at launch as this integration further advances our industry leading mobile ticketing platform."

Passbook integration is a further enhancement of Ticketek's existing mobile ticket technology, which was launched in August 2011 to provide customers with an end-to-end mobile ticketing solution. Since launch, Ticketek has seen a huge uptake in the technology, with over 140,000 mobile tickets delivered to customers across the country.

For more information on Ticketek and its mobile solutions, visit www.ticketek.com.au.