

POST PACNET FREQUENTLY ASKED QUESTIONS

TRANSITION TO ARCHTICS

Q1. My contract runs through 2014. Can I continue to use tRes/eVenue until then?

- Yes, you can continue to use your current system through the duration of your contract. We hope to deliver, however, a more compelling solution (on the new platform) that you will want to take advantage of well before 2014.
- Additionally, there are advantages to moving to the Archtics platform today including a powerful CRM solution, truly integrated fund development, robust reporting and access to Ticketmaster retail, distribution and marketing partnerships to help you sell more tickets. It is your option to determine the ideal timing for your organization to make the transition.

Q2. My contract is up for renewal soon. Can I renew my tRes/eVenue contract for a longer term and wait until there are more Archtics conversions or must I convert now to Archtics?

- Yes, you have the option to renew a long term tRes contract and we are committed to extending value of the tRes product offering with enhancements in v6.91 and v6.93. Please keep in mind that any time during your agreement with us, you have the option to move to Archtics if it best suits your organization without any penalty. While you have both products available today and a new combined product in the future, we are fully committed to supporting you and your organization with options that best fit your business needs.

Q3. I have 5 more years left on my tRes/eVenue contract. Can I upgrade to Archtics before the end of my current contract?

- Yes, you can. There is no penalty for switching to the Archtics/Ticketmaster.com solution before the end of term on your current tRes/eVenue contract.
- We will work with you to create new terms to use the Archtics/Ticketmaster.com solution.

Q4. If I transitioned to Archtics this year, how long should I expect for the transition period to last?

- Recently we analyzed the transition process and made enhancements that will ensure you have a smooth transition. We now expect that transition period to take approximately 90 days from beginning to completion.
- While the conversion is in progress, you will run tRes/eVenue, and then cutover to Archtics/Account Manager at a pre-determined date to minimize system downtime.
- To ensure proper focus on each and every conversion, we are scheduling conversions 6 months ahead of the start date, so plan early to ensure an optimal timeslot for your organization.

BUSINESS PROCESS

Q5. Once I switch to Archtics will I be able to setup my events or set pricing myself without Ticketmaster's involvement? I change event setups/pricing daily, sometimes throughout the day and this could be a challenge for me.

- As in tRes/eVenue, you have complete control in setting up your events including the event pricing for tickets sold in Archtics and Account Manager. These event setup changes are instantly reflected and available in Archtics and Account Manager, unlike eVenue which requires the separate reload step to publish event changes.
- Today, you use a web-based tool (aka, the "client tool") when you want to sell an event on Ticketmaster.com (aka, the "host"). Ticketmaster personnel will review your setups simply to verify you have defined the event and associated pricing without errors, and not to dictate the prices you set for your events. Typically, the turnaround for posted events on Ticketmaster.com is 48 hours.
- Later in 2009, the client tool is being enhanced to give you new capabilities to manage the setup process, and reduce the turnaround time for posting or changing events for sale on Ticketmaster.com. Also later in 2009, you will be able to do most of this same work through the Archtics interface itself which will interface to the client tool.

Q6. Does Ticketmaster control the fees I charge my customers? That's one of the reasons I chose to do business with Paciolan.

- As with the tRes/eVenue solution, you control the fees you charge your customers when you use the Archtics/Account Manager solution. Ticketmaster does not set the fees you charge your customers, and you have the ability to increase ticket fees to suit your business needs and objectives. Ticketmaster does require, however, that you to charge a minimum fee that is no less than the negotiated rate that is mutually decided upon in your contract.
- Fees are negotiated upfront in the contract for the Archtics/Ticketmaster.com solution, just like fees were negotiated upfront in the contract you have to use the tRes/eVenue solution.
- The establishment of the right fee structure in any market is a process which we arrive at through thoughtful consideration and agreement with our clients. There are many factors that need to be considered and these often vary from region to region.

Q7. I am concerned about the flow of money through Ticketmaster's merchant account. I work for a state university and money is deposited directly in the university's merchant account. Is this a viable solution for state run institutions?

- Yes, this is a viable solution for state run institutions. Currently several university institutions including Penn State, Iowa State, and many others manage their business this way through their partnership with Ticketmaster.
- 100% of the revenue for all transactions processed through Archtics (the counterpart to tRes) and Account Manager (the counterpart to eVenue) is deposited directly in your merchant account. Account Manager supports multiple merchant accounts, and even allows you to split money between a fund raising merchant account and a ticketing merchant account for both general sales and renewals.
- Revenues for Ticketmaster.com purchases flow through the Ticketmaster merchant account, and are typically settled in about 1 week to your merchant account.

Q8. Can I sell single tickets through Archtics/Account Manager?

- Your organization can leverage Archtics and Account Manager to sell single tickets to season ticket holders/subscribers, or you can decide to leverage the Ticketmaster.com channel (which also includes all the outlets in the Ticketmaster distribution network). You also use Archtics and Account Manager to sell packages and plans to these customers.
- To meet the demands of high volume ticket on-sales, or to take advantage of the reach of Ticketmaster marketing programs, single tickets can be sold through Ticketmaster.com (The host) which is the fastest ticket selling platform in the world and has the broadest marketing reach.

CONTROL AND BRANDING

Q9. Is it true that I will lose my brand during the online selling process when I convert to Archtics?

- Absolutely not. Archtics and Ticketmaster.com provide you with customized branding skins to sell tickets through a seamless branded experience and mirror the brand of your primary website. This applies not only for season ticket holders, group sales, ticket resale and account management, but also for single tickets. We will work with you to ensure a smooth transition that will protect your brand.

Q10. Is it true that once I convert to Archtics and sell singles on Ticketmaster.com that I no longer own my customer data?

- On both Ticketmaster.com and Archtics you have full access to all your customer data and retain that data to build long-term relationships with all your valued customers. When selling tickets through Archtics the customer data is exclusively owned by your organization. For example, your season ticketholder data is exclusively yours, just as it is today.
- Customers purchasing single tickets on Ticketmaster.com are automatically imported on a daily basis into your Archtics database to provide for a 360 degree view of your customers.
- Single ticket buyers that purchase tickets through Ticketmaster.com also receive relevant, opt-in marketing communications and special offers based on preferences and purchase history. This process also provides your organization the opportunity to tap into the Ticketmaster regional database, often more than 4x the size of your own, to reach new customers and sell more tickets.

SUPPORT

Q11. What is the support model for the Archtics/Ticketmaster.com solution?

- Ticketmaster's support structure for Archtics varies slightly from your current Client Partner / EOS structure in Irvine. With the Archtics model, you not only get access to regional experts in various functional areas (Product, Marketing, IT) and a National Help Desk, but you also have local resources to help you with your day-to-day activities. These local resources are led by a General Manager who is responsible for your account. Our team will migrate into the Ticketmaster organization over time to compliment our offering.

ARCHTICS PRODUCT

Q12. Who do I contact if I have questions about how Archtics would manage specific functionality that I currently use in tRes?

- Contact your Client Partner and they will put you in contact with the appropriate resource for detailed Archtics questions. If desired, we will also be happy to visit you for a deeper dive demo into Archtics at your leisure.

Q13. My organization uses a hosted version of tRes, is there a hosted model on Archtics?

- Yes. Archtics offers a hosted model very similar to that of your tRes hosted solution. If you currently are not on a hosted solution, we will be happy to discuss your options and hardware needs with you.

Q14. Is Archtics PCI compliant?

- Yes, Archtics is PCI Compliant as part of the overall Ticketmaster Tier 1 Service Level Provider PCI Compliance rating.

Q15. Will there be a CAT (Client Advisory Team) going forward? I would like to participate, what do I need to do to volunteer?

- Yes, we will continue using the concept of the Client Advisory Team (CAT) to help us prioritize functionality enhancements and build a product best suited for your needs. If you are interested in participating, contact your Client Partner and they will forward your request to the product management team.

COMMUNITY

Q16. Will there be a PACnet community conference next year?

- We are committed to continuing the PACnet tradition with annual conferences and are already in the planning stages for 2010. However, it is important that we work hard to unite all our Ticketmaster communities where it makes the most sense regardless of which product sets they are operating be that tRes, Archtics, tGen, or Vista. Therefore, we will be asking for your feedback to help decide whether next year's conference is by genre.

TICKETMASTER CORPORATE

Q17. Is it true that the proposed merger with Live Nation means that the company's focus moving forward is in the live music/concert space?

- No, Ticketmaster already has a large footprint in the concert and music genre and many features built into Ticketmaster.com help to support the nature of that genre which demands high on-sale volume.
- The Archtics product suite is created for complex reserved seat genres including college athletics, pro sports, performing arts that focus on season / subscriber ticket sales, renewals, and fund development needs. The proposed merger would provide even more resources to deliver the new product to market even faster than is possible with the Ticketmaster/Paciolan teams today.

Q18. Will you link to TicketsNow from Ticketmaster.com to sell tickets to events at my building without my permission?

- No, we will not link to TicketsNow from Ticketmaster.com without your permission. If you are interested in linking to TicketsNow once your event is sold out you are encouraged to contact your Client Partner to further discuss your options.

Q19. What if TicketsNow has presale inventory for my event listed before the onsale, can I remove it?



- Yes, we do not encourage this activity and will remove it in the event of an occurrence. Please contact your Client Partner if you would like to further discuss this topic.