



PRESS RELEASE

German basketball league chooses Eventim Sports

Eventim Sports now official ticketing partner of the German basketball league / A third of the teams use Eventim products / Long-term contracts for terms up to five years

Munich, 05 August 2009 – Eventim Sports has been named by BBL, the organisers of the BBL Champions Cup, BBL ALLSTAR Day and BBL TOP FOUR events, as official ticketing partner for the next three seasons. A third of all German basketball league clubs are also using the systems operated by Eventim Sports for their own ticketing. On 8 October, when the German basketball league (BBL) launches into the new season, it will not just be the fans of Alba Berlin, Walter Tigers Tübingen and the Artland Dragons who will benefit from the services provided by this leading ticketing provider. Supporters of Telekom Baskets Bonn, EnBW Ludwigsburg and New Yorker Phantoms Braunschweig will similarly be able to buy their tickets in a straightforward, secure and convenient way.

First-rate software for first-rate basketball

Eventim Sports provides sports federations and clubs with two distinct systems. **eventim.tixx** is the web-based information and ticket reservation system for all sports promoters. The program optimises the ticketing processes between clubs and their various sales partners, such as call centres and box offices. Holders of season tickets can also manage their seats online, register for a Cup match ticket, renew their ticket or use a range of other options. **eventim.FARM** is the professional customer management software of Eventim Sports. Every fan is individually recognised and addressed, so the program can link clubs, venues and sponsors to the individual fan. Personal wishes can then be met with specialised sales activities.



Enjoying big sports events the simple, convenient way

Last season was chock-a-block with highlights – around 1.3 million spectators saw riveting matches and exciting play-offs, with EWE Baskets from Oldenburg ultimately winning the championship. As Arndt Scheffler, Managing Director of CTS Eventim Sports GmbH, says, “The upcoming BBL season promises more great sport, and our ticketing systems will make it even easier and more convenient for fans to share in the enjoyment. Our growth in the basketball field is both an incentive and a challenge for us, and the Eventim Sports unit is well prepared.”

Be it football, ice hockey or handball, Eventim Sports has been demonstrating its enormous expertise for years now. Arndt Scheffler: “eventim.tixx and eventim.FARM mean we can offer our customers by far the leading ticketing infrastructure. We are optimistic that other BBL clubs will choose our software. Not only because we deliver systems specially adapted to BBL and its clubs, but also because our employees have the necessary experience with this specific sport.”

About CTS EVENTIM

The services provided by the CTS EVENTIM Group are used by more than 80 clubs, associations and sport promoters in about 20 different disciplines, including football, handball, ice hockey, tennis, Formula 1, DTM, winter sports and others. In the German first-division football league alone, almost two-thirds of the clubs are now working with EVENTIM systems. Among other channels, EVENTIM Sports operates the web-based ‘eventim.Tixx’ information and ticket reservation system and the ‘eventim.FaRM’ CRM system. In the current business year, a ticket volume of well over 13 million tickets is expected for EVENTIM Sports alone.

CTS EVENTIM AG, listed in the SDAX index (ISIN DE 0005470306), is Europe’s market leader in the ticketing field and one of the leading providers of Live Entertainment. More than 70 million tickets for well over 100,000 events are sold annually using systems developed and marketed by the EVENTIM Group. In addition to more than 8,000 stationary box offices throughout Europe, sales via the Internet and especially via the www.eventim.de and www.getgo.de portals are gaining increasing importance.

For further information contact:

Engel & Zimmermann AG, Business Communication Agency
Hermann Zimmermann, Dr. Alexander Baer Tel. +49 89 8935-633
info@engel-zimmermann.de