



## PRESS RELEASE

### **CTS EVENTIM forges exclusive long-term partnership with St. Pauli Theater**

#### **St. Pauli Theater to use CTS EVENTIM ticketing solutions as from 1 August 2010 / Ticketing system to be used in the Hansa Theater with immediate effect**

Hamburg, 03. March 2010 – CTS EVENTIM AG and Hamburg's St. Pauli Theater, with its rich traditions and age-old history, have entered a long-term partnership. The deal also includes the variety programme in the Hansa Theater, which has been produced for the stage by the St. Pauli Theater intendant since January 2009. Under the terms of the agreement, all ticket sales for both theatres will be handled exclusively using the ticketing systems of CTS EVENTIM. In future, tickets will be conveniently generated by the proven eventim.net ticketing software system and also will be available on the national sales network operated by the EVENTIM Group and comprising several thousand box offices.

Tickets for the St. Pauli Theater and the Hansa Theater will also be available for purchase via the Internet portals eventim.de and getgo.de. In addition, the partnership between the theatres and EVENTIM will include integration of the successful TICKETDIRECT technology with which customers of the theatre will be able to buy a ticket online, even shortly before the start of the performance, and to print it out at home. All ticket sales from the evening box office will likewise be handled using EVENTIM software alone.

The exclusive partnership for ticket sales will begin immediately for the next season of the Hansa Theater, which runs from 26 October 2010 to 27 February 2011; ticket sales for the St. Pauli Theater will start in August 2010. The theatre director, Thomas Collien, said he was "looking forward to working with Germany's most successful ticketing system."

#### **About CTS EVENTIM**

*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 80 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](http://www.eventim.de) and [www.getgo.de](http://www.getgo.de) portals are gaining increasing importance.*

#### **About the St. Pauli Theater and the Hansa Theater**

*The St. Pauli Theater is not only the oldest private theatre in the city of Hamburg, but one of the oldest theatres in the whole of Germany. Its directors are Thomas Collien and Ulrich Waller, who have also been responsible for the variety shows in Hamburg's legendary Hansa Theater since January 2009.*



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