



## **PRESS RELEASE**

### **EVENTIM Group intensifies involvement in sports sector**

#### **SC Freiburg signs long-term agreement with CTS EVENTIM Sports GmbH / DTM and Hockenheim-Ring GmbH renew partnership**

Munich, 31 March 2011 – CTS EVENTIM AG is rigorously expanding its sports-related activities, with products marketed by CTS EVENTIM Sports GmbH already being used by more than 80 clubs and associations in almost 20 different disciplines.

The latest addition is the SC Freiburg football club, which has just concluded a multiyear contract to use the CTS systems. With immediate effect, the club will deploy 'eventim.FaRM', the customer relationship management system for the sports sector with which fans can be individually addressed. From the 2011/2012 season onwards, SC Freiburg will also utilise CTS EVENTIM's access control system as well as eventim.Tixx, a web-based information and reservation system for sports promoters that optimises the ticketing process among clubs and their various sales partners, such as call centres and ticket offices. In the German first-division football league, almost two-thirds of the clubs now use EVENTIM products and services.

German Touring Masters (DTM) has extended the successful partnership with CTS EVENTIM Sports GmbH that has been in place since 2007. DTM sells its tickets through eventim.Tixx and in future will also be using Print@Home tickets, as well as connect online, an online interface that links eventim.Tixx to the eventim.net ticketing network established throughout Europe. With these tools, promoters can also sell their tickets easily and directly not only via the [www.getgo.de](http://www.getgo.de) and [www.eventim.de](http://www.eventim.de) portals, but also through more than 3,000 ticket offices in Germany alone that are connected to the network.

Hockenheim-Ring GmbH is likewise extending its collaboration with the EVENTIM Group and switching from the eventim.inhouse ticketing software to the special software solutions of CTS EVENTIM Sports GmbH – eventim.Tixx, eventim.FaRM and the access control system will be used in future.



“CTS EVENTIM has extensive expertise in the sports sector. The contract just signed with SC Freiburg and the renewed partnerships with Hockenheim-Ring GmbH and DTM show that promoters of top-class sports events have confidence in the efficiency of our innovative products. We intend to expand further in this area in the future. The mission of CTS EVENTIM Sports GmbH is to convince even more customers of the benefits provided by our special integrated products and marketing competence”, says Arndt Schefler, Managing Director of CTS EVENTIM Sports GmbH.

**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 100 million tickets for well over 140,000 events are sold annually using systems developed and marketed by the EVENTIM Group. In addition to more than 20,000 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.*

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