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MOSHTIX APPOINTS COMMERCIAL DIRECTOR

The general manager of moshtix, Adam McArthur, today announced the appointment of Harley Evans to the newly created role of commercial director, moshtix.

Mr Evans, who began his role at the beginning of March, reports to Mr. McArthur.

As commercial director of moshtix, Mr Evans is responsible for managing and growing revenue and volumes of ticket sales, client service delivery and overseeing moshtix's customer service team.

Mr Evans joins moshtix from Global Scene, where he was general manager responsible for the business development and day-to-day running of the company.

Mr McArthur said: "Harley has 15 years senior management experience in entertainment and ticketing in Australia and abroad. He possesses a stellar track record in operations and business development as well as in building and exceeding sales targets.

"moshtix is going through a very exciting time right now as we look at continuing our challenge to the major ticketing providers and provide a real alternative for venues and promoters. I am confident that under Harley's strong leadership, moshtix's commercial interests and direction will flourish."

Mr Evans said: "I am pleased to be joining moshtix as they enter their next phase. The online ticketing industry is booming. Acts are getting more diverse, venues are becoming more accessible and online platforms are becoming smarter.

"The potential for moshtix to continue its growth in this space is huge. I am looking forward to working with Adam and the fantastic moshtix team in bringing their outstanding vision to the fore."

Prior to his role at Global Scene, Mr Evans spent six months at Dainty Consolidated Entertainment as executive director of touring with overall responsibility for and supervision of the company's various concert tours working with the international tours of Stevie Wonder, Chris Rock and Judas Priest.

In 2004, Mr Evans worked as the head of ticketing and then head of business operations for the London based Fulham Football Club where the Club achieved first position in the 2006/07 Premier League Fans Survey for online ticketing services. He also oversaw a 21 per cent growth in attendance and match ticket revenue, making Fulham Football Club one of only a handful of English Premiership Football Clubs to grow attendances year on year.

Prior to moving to the UK, Mr Evans spent eight years at Ticketek starting in NZ and then moving to Sydney where he held a number of roles and across a range of segments, ending with his role as commercial manager – sports.

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About moshtix:

Purchased by News Digital Media in January 2007, moshtix is a web-based paperless ticketing company which sells tickets through its website, via mobile phones and select stores. Founded in 2003 by Hamish Petrie, the electronic ticketing system is built around convenience for the consumer, empowering moshtix partygoers to purchase tickets instantly and at a cheaper price with no mail-out fees. The business primarily focuses on reaching a youth audience through live music events, dance parties, festivals and outdoor cinema, and is currently expanding into additional events and locations around Australia. moshtix adds to the core businesses News Digital Media has in the entertainment area.