



**Media Release**

**February 2, 2010**

## **moshtix launches in NZ**

*Giving ticket buyers more mosh for less dosh*

Paperless-ticketing company moshtix today officially launched into the New Zealand ticketing market – offering consumers a better, cheaper, and more eco-friendly way to buy tickets to their favourite events.

Launched in 2003 in Australia, moshtix was born out of frustration with traditional ticketing companies and their exorbitant booking and postage fees.

By emailing tickets directly, moshtix keeps overheads down and passes the savings on to gig-goers. As well as being more eco-friendly, the paper-less system also guarantees moshtix tickets never get lost in the post.

moshtix also works hard with promoters to prevent ticket scalping. For high-profile events, ticket buyers are asked their name and date of birth, which is encoded into a barcode on the ticket. In order to gain entry to the event, ticket holders must show their personal identification matches the barcode.

An instant success upon launch, moshtix now caters for concerts, dance parties, festivals, comedy, film and outdoor cinema. It sells bar-coded PDF tickets directly through its website and through selected retailers.

Last year, moshtix was asked by New Zealand promoters to cross the Tasman Sea after gig-goers cried out for a more convenient and cost effective offering.

moshtix general manager, Adam McArthur said, “We are thrilled to be to offer New Zealand a cheaper and better way to buy tickets to their favourite events.

“This is great news not only for consumers, but also the New Zealand entertainment industry, which now has a real alternative to the expensive and slow traditional ticketing companies.”

“We had a great start with the SUNDAY festival over the weekend and have a fantastic line up of gigs locked in for 2010. Also we are selling tickets through Real Groovy outlets in Auckland, Wellington and Christchurch”

**Further information about moshtix can be found at [www.moshtix.co.nz](http://www.moshtix.co.nz)**

### **Upcoming moshtix gigs in New Zealand include:**

Event	Location	Timing
Grant Hart (USA Husker Du) NZ Tour	San Francisco Bathhouse Wellington	Fri Feb 5 2010 - 8:00 PM
The Checks and Artisan Guns	The Leigh Sawmill Café	Sat Feb 6 2010 - 8:00 PM

	( just North of Auckland)	
ISIS - New Zealand Tour 2010	San Francisco Bathhouse (Wellington)	Mon Feb 15 2010 - 8:00 PM
ISIS - New Zealand Tour 2010	Transmission Room (Auckland All ages gig )	Tue Feb 16 2010 - 8:00 PM
Brian Jonestown Massacre	Transmission Room (Auckland)	Mon Mar 8 2010 - 8:00 PM
Brian Jonestown Massacre	Bodega (Wellington)	Tue Mar 9 2010 - 8:00 PM
Amanda Palmer of the Dresden Dolls	Bodega (Wellington)	Fri Mar 12 2010 - 8:30 PM
Amanda Palmer of the Dresden Dolls	Al's Bar (Christchurch)	Tue Mar 16 2010 - 8:30 PM
Amanda Palmer of the Dresden Dolls	Kings Arms (Auckland)	Wed Mar 17 2010 - 8:30 PM

**\*\*moshtix general manager Adam McArthur is available for interview.\*\***

**For more information or to arrange an interview with Adam, please contact:**

Annie Petersson, moshtix, W: +61 2 8114 7484, M: +61 439 087 482  
E: annie@moshtix.com.au

**About moshtix:**

moshtix is an electronic ticketing company which sells tickets through its website and select retail outlets. Tickets are delivered to consumers by email as a barcoded PDF. Founded in 2003, the paperless ticketing system is built around convenience for the consumer, empowering moshtix partygoers to purchase tickets instantly and at a cheaper price. The business primarily focuses on reaching a youth audience through concerts, dance parties, festivals, comedy, film and outdoor cinema. moshtix is dedicated to providing an innovative efficient ticketing service to promoters and ticket buyers alike, while delivering great value by keeping the booking fee as low as possible. The moshtix ticketing system is intrinsically less harmful to the environment than traditional ticketing methods. Moshtix is owned and operated by News Digital Media, the online division of News Limited.