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SOUND ALLIANCE AND MOSHTIX FORM STRATEGIC TICKETING PARTNERSHIP

Key Messages:

- Strategic partnership between News Digital Media's moshtix & Sound Alliance
- moshtix to be exclusive ticketing partner for suite of Sound Alliance websites
- Sound Alliance focussing on core growth area of media
- Sound Alliance launching new media and products in 2010
- Benefiting from broader access to ticketed events from moshtix
- Will work together on a range of other commercialisation opportunities using the complimentary strengths of both companies.

Sound Alliance, Australia's leading independent online entertainment publisher has formed a strategic partnership with online ticketing website moshtix. The partnership sees moshtix become the exclusive ticketing provider for all Sound Alliance websites including *inthemix.com.au*, *FasterLouder.com.au*, *SameSame.com.au* and *MessandNoise.com*.

Sound Alliance will now focus on its rapidly growing core media and advertising business, which is preparing to announce a series of new media and product additions in 2010.

The innovative partnership allows Sound Alliance to continue to generate revenue from offering ticketing services to its loyal audience of over three quarters of a million monthly unique browsers, powered by moshtix's ticketing platform. In addition, Sound Alliance and moshtix will work together to commercialise the unique and hard-to-reach audience attracted to both sites, allowing both businesses to focus on their core strengths.

Sound Alliance managing director Neil Ackland commented "We are delighted about this partnership with moshtix as it allows both businesses to maintain focus on their respective core operations of media and ticketing but at that same time offering growth opportunities for both businesses." He went on to add "In recent years moshtix has emerged as a leader within the ticketing space. At the same time Sound Alliance has emerged as a leader in music media so the partnership naturally complements each of us and offers considerable upside."

moshtix general manager Adam McArthur said "The synergies Sound Alliance and moshtix share are undeniable.

"With already established relationships with many of our ticketing partners, Sound Alliance is a powerful vehicle to promote and sell tickets. The significant investment we have made in our ticketing platform and our team, combined with Sound Alliance's reach, provides moshtix's partners with a commanding platform to access a relevant and engaged audience.



"I look forward to working with Sound Alliance and benefit from their great experience in selling advertising solutions to the music industry."

Sound Alliance has operated a ticketing division since 2003 to complement its entertainment and music focused media properties *inthemix.com.au*, *FasterLouder.com.au*, *SameSame.com.au* and *MessandNoise.com* and its marketing agency Thought By Them.

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About Sound Alliance

Sound Alliance is the largest independent online entertainment publisher in Australia. The company has ten years experience in pioneering online media, with a large, targeted and loyal audience of over 800,000* monthly unique browsers.

Sound Alliance is the publisher of websites *inthemix.com.au*, *FasterLouder.com.au*, *SameSame.com.au* & *MessandNoise.com* and also operates the marketing agency Thought By Them.

Sound Alliance's Network of websites attract offer un-paralleled reach and scale to 18-30 year old Australians with little crossover with other publishers. Each website is a niche community dedicated to a different music or entertainment category.

**Source: Netratings, Market Intelligence, Total Traffic, February 2010*

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, 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.