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**MOSHTIX HELPS RUAPEHU MOUNTAIN MARDI GRAS DELIVER
MOST SUCCESSFUL EVENT TO DATE**

Event promoter of the 2010 Ruapehu Mountain Mardi Gras, David Williams, today declared the 2010 event the most successful to date.

The event, which this year selected emerging ticketing company moshtix as its official ticketing provider, saw the following results:

- All 8000 tickets to the event sold out in advance for the first time
- A 45 per cent increase in online ticket sales compared to the 2009 event
- Successful integration of moshtix's electronic ticketing solution with all 8000 attendees having their tickets emailed to them and then scanned at the gate via the moshscan system
- Significantly improved data capture for the promoter to help with communication to patrons for next year's event.

Mr Williams said he was ecstatic about the service moshtix provided for the 2010 event.

"We are absolutely thrilled with the success of this year's event and the part moshtix played in driving our ticket sales. Their system is very user friendly and their team were efficient, diligent and showed professionalism during the entire sales process and were fantastic help on the day managing the gate entry process. The other great thing about moshtix is that the way their pricing works, it didn't cost us a cent to use them, allowing us to spend more money on the event itself for the benefit of the patrons.

"Every year we aim to make the annual Ruapehu Mardi Gras the quintessential winter party experience for New Zealanders. This year, I am confident we delivered this through a fantastic event with great atmosphere and stellar hospitality from all of our event providers.

"moshtix helped us achieve the potential we envisioned for the Ruapehu Mardi Gras. I was aware of the great reputation they have in Australia and can see that they are the serious challenger the New Zealand ticket market has needed for so long. I'm looking forward to continuing our relationship with them over the next few years on this and other events."

General manager of moshtix, Adam McArthur said that he was proud of the part moshtix played in delivering such a successful event.

"The Ruapehu Mountain Mardi Gras is a landmark event in New Zealand each year. With this knowledge, our staff worked hard to deliver a sell out result for David Williams and manage the entry process smoothly on the night.

"I am extremely proud of the hard work the moshtix team has put in, helping David and his team deliver their best event to date.

“New Zealand is an extremely important market for us and we hope that the experience gained through this process coupled with the solid service delivered, positions us as a strong ticketing provider of choice for other events in the market.”

The 2010 Ruapehu Mardi Gras was held on Saturday 26 June, 2010 in Ohakune, the foot of Mount Ruapehu.

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For more information, please contact:

Vida Redoblado – moshtix

T: +61 2 814 7325

M: +61 401 435 309

E: vida.redoblado@newsdigitalmedia.com.au

or

David Williams – Production Associates

T: +64 9 307 9161

E: david@productionassociates.co.nz

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