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FOXTIX CELEBRATES ONE YEAR WITH SERIES OF ANNOUNCEMENTS

News Limited's [Foxytix](#) is celebrating its one year anniversary with the announcement of new clients and new senior appointments.

New clients

Chief executive of News Ticketing, Adam McArthur, today announced that the company had been selected as the official ticketing provider for the Queensland Museum, the Geelong Supercats and the Australian Rally Championships.

These follow the announcement earlier this month that the Sydney Royal Easter Show had awarded Foxtix its ticketing rights.

New Appointments

Mr McArthur also announced the appointments of Bartek Marnane as technology director and Brett Caldwell national IT and event services delivery manager with both roles commencing in the New Year.

Bartek Marnane

As technology director, Mr Marnane will be responsible for setting and managing the technology activities across the business including development and delivery of the technology platforms, investigation of new product areas and management of key relationships. He will work closely with a range of News Limited businesses applying his skills of transaction system management.

Mr Marnane joins News Ticketing from his previous role as head of infrastructure and service delivery at Ticketek responsible for the management and project delivery of Ticketek's business critical applications and IT infrastructure. Mr Marnane's experience in high volume transactional systems has enabled some of Australia's highest profiles concerts and sporting events the opportunity to seamlessly sell tickets to record crowds.

Brett Caldwell

As National IT and Event Services Delivery Manager, Mr Caldwell will be responsible for the technical delivery of all News Ticketing events nationally.

Prior to News Ticketing, Mr Caldwell was IT support team leader at Ticketek managing the IT operations for the Melbourne, Adelaide and Perth regions as well as the national IT Service Desk team. At Ticketek, Mr Caldwell was responsible for the IT implementation and operational set up of some of Australia's most high profile events and venues including Melbourne and Olympic Parks events, the AFL Grand Final, Australian Formula One Grand Prix, Royal Melbourne Show, Adelaide Oval, Hindmarsh Stadium, Burswood Theatre and the Sydney Royal Easter Show.

Achievements

Since the company launched one year ago, Foxtix:

- Successfully delivered the ticketing services for two of Australia's largest international events: The 2011 Australian Formula One Grand Prix and The 2011 Motorcycle Grand Prix
- Was announced the official ticketing provider for iconic events and organisations such as the WOMADelaide Foundation, Swimming NSW, Supanova, the Brisbane Festival and Perth Racing
- Expanded its team with the addition of a number of experienced ticketing professionals in marketing, product, operations, technology and account management roles.
- Was recognised as a 2011 Deloitte Technology Fast 50 company.

On Foxtix's one year anniversary, Mr McArthur said: "It's been a thrilling ride bringing the Foxtix brand to life over the last year. When we entered the market, we promised a strong ticketing alternative and have been pleased with the reception we've received from the industry.

"In the last year, we've demonstrated our capabilities to deliver the ticketing services to two of Australia's biggest international sporting events and have secured some of Australia's most popular events."

On the new team's new senior appointments, he said: "The addition of Bartek and Brett shows that we are attracting some of the most experienced and knowledgeable ticketing professionals in the industry. We sought out talented people who are excited about challenging the market and embody our desire to bring a new energy and approach to ticketing in Australia.

"When we launched Foxtix, our aim was to influence change in the market. We wanted the industry to challenge the way they thought about ticketing by offering a new energy and approach, more flexible and affordable cost structures, and unrivalled marketing support through News Limited.

"I believe we have begun to shift the perceptions of event organisers and promoters showing them they finally have a valuable alternative when it comes to Australian ticketing services.

"This wasn't a short run experiment, we are going to be here for the long haul, and I am really looking forward to building on the great momentum we have created and continue to be a force in the Australian market."

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About Foxtix

Foxtix brings a new energy and new approach to ticketing that offers consumers, promoters and venue managers a flexible, easy option to buy and sell tickets. Foxtix offers something different by challenging the way things have traditionally been done to push the boundaries of what constitutes value in the industry. It does this through offering low and flexible fees and by being adaptable and actually listening to clients and customers needs. Also as a News Limited company, Foxtix produces tailored News Ticketing media schedules offering promoter's unbeatable value and marketing reach across News Limited's print and online publications. Drawing on years of expertise through its experienced staff and through over eight years running its sister ticketing business, Foxtix has developed a strong understanding of both client and consumer needs, and has packaged this together to finally offer consumers, promoters and venue managers a new valuable alternative in the market.