

August 22, 2010 Lady Antebellum/Justin Moore Concert SOLD OUT

GREENVILLE OH – March 25, 2010

We regret that attempts to purchase tickets for the Lady Antebellum/Justin Moore concert by either telephone or internet were challenging. We began preparation for the March 20, 2010 ticket sale startup in early February. To process orders as quickly as possible for this event, the following actions were taken: An additional incoming phone line was added to the Fair Box Office; numerous on-line ticket purchase tests were performed; our on-line event was placed on the largest server available and we pre-arranged to have Tech Support on standby, for the start of this event, possessing all Office, pager and personal cellular phone numbers to ensure we could communicate with them quickly if the need arose. Once we were made aware there was an on-line purchasing lag, Tech Support was immediately called and they worked to correct the problem. Again, we sincerely apologize for this situation.

To compound the challenges listed above, the tickets we had placed “on hold” in the Box Office ticket software that were intended for Box Office sales beginning Saturday – March 27, were released and sold during the intense 2-hour sales session on March 20th due to a technical malfunction by the Box Office Ticket software program. This was nothing that was either planned or intentional by any means.

The 4,448 tickets sold on March 20th breakdown as follows:

Telephone	1,574	35.39%
Internet	2,874	64.61%
Total	4,448	100.00%

Darke County Residents	2,388	53.69%
Ohio (excluding Darke Cty)	1,809	40.67%
Indiana Residents	231	5.19%
KY, TN, WV	20	0.45%
Total	4,448	100.00%

Customers	727
Seats Sold	4,448
Average Seats/Customer	6.12

We will continue our review regarding the challenges incurred during the sale of this event in order to establish modifications that need to be made moving forward.