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MELTING POINT SELECTS TICKETBISCUIT AS TICKETING PROVIDER  
Club looks to sell more tickets online by simplifying purchase process

ATHENS, Ga., July 9, 2008 – It's one of the few clubs in America where patrons can get a ticket for a national artist like Sean Lennon or Son Volt and actually see the artists' expressions as they weave together harmonious ear candy. In fact, according to Shelby Wright, Marketing and Special Events Director for the Melting Point in Athens, no seat is more than 60 feet from the stage. "It's a very intimate setting, and that makes us unique."

Recently, Wright and her staff looked at their box office and ticket sales experience as another way to more closely connect with fans. "We wanted a system that was easy to use, for both our customers and our staff." Wright selected a company called TicketBiscuit, based in Birmingham, Alabama, to help her integrate ticket sales into the Melting Point website. But the benefit, she says, goes beyond just ease of use. "TicketBiscuit offered the most control and flexibility for running sales reports. With better ability to track how and when we're selling tickets, we're able to better target our marketing, and more actively communicate with live music fans about upcoming shows."

It is this focus on helping customers sell more tickets that makes TicketBiscuit unique in the ticketing industry, says TicketBiscuit's Marketing VP Eric Housh. "Other traditional ticketing providers have focused solely on their own profitability; we align our incentives with those of our customers." Housh adds that TicketBiscuit provides marketing and promotional tools as a part of every ticketing relationship, and is readying social media tools to aid in this goal as well. "Research shows that most fans discover new music through recommendation from their friends and peers. Our tools make that process very easy for ticket buyers."

The Melting Point is located in the beautiful Foundry Park Inn & Spa in Athens, Georgia - widely known as the live music capital of the Southeast. The Melting Point hosts the very best musicians in the nation and offers patrons a unique, front row listening experience. For more information on the Melting Point, please visit [www.meltingpointathens.com](http://www.meltingpointathens.com).

TicketBiscuit LLC was founded in 2001 to help businesses of all sizes sell tickets and manage events. The company provides box office administration, website maintenance, customer relationship management, and event marketing solutions to over 100 entertainment venues, artists and promoters in 27 states. For more information on TicketBiscuit, please visit [www.ticketbiscuit.com](http://www.ticketbiscuit.com).

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