

LANGE TICKET EXCHANGE

Newsletter - Issue #3 – December 2005



Wow, what a year!

We would sincerely like to thank you for your past purchase(s) from Lange Ticket Exchange. Our year end is November 30th, and we finished with over \$1,000,000 dollars worth of sales and handled over 6,000 tickets last year. Due to the increased sales volume we have added a new staff member, Angela Crane, who joined us in October of this year and is handling a lot of administration duties which allows Naomi and Eric to return emails and phone calls for requests much faster. We have also made some changes to our website over the year to try to make it more user friendly. We hope to make it even more user friendly and invite you to give us any ideas that you think will make our website even better.

Christmas is quickly approaching and we have some unique gift suggestions.

1. Not sure what exactly to give to someone on your gift list? We can provide you with a gift certificate in any dollar amount you wish to spend. Not sure if your loved one would appreciate a Leaf ticket, or Leaf jacket or a concert ticket the most? Provide them with a Lange Ticket Exchange gift certificate and let them choose from our list of tickets for any event or from our merchandise area such as beautiful framed NHL licensed pieces, or Leaf jackets and more to come.
2. We do have some great items in our merchandise area that you can be proud to wrap up and put under the Christmas tree, and not to worry, if you purchase the wrong size Jacket, we offer 100% free exchange for the right size jacket or your money back, as long as the items have their original tags, and have not been worn.
3. If you purchase tickets for an event for a Christmas gift only to find out the person cannot attend due to scheduling problems, we will take the tickets back for an exchange for another event or credit your account for a future event. Try that with Ticketmaster! Some terms and conditions come with this, please ask about them when ordering tickets for Christmas gifts.



Did you know Lange Ticket Exchange can assist you in purchasing tickets for events outside of the GTA?



Many of our clients are unaware that we can assist in getting tickets for events outside of our area. We will carefully source out tickets for you in other markets and charge you the same policy of \$30 over the cost price for the tickets. We have assisted many companies and individuals to purchase tickets in cities such as Vancouver, Edmonton, Calgary, Ottawa, Montreal, Buffalo, New York, Tampa Bay and Miami. For example we have a client who has offices in all major cities in Canada and wanted to run a sales contest with the rewards being tickets for NHL games in their markets. We were able to source out excellent seats in all the Canadian cities that host an NHL team, and our client was able to have a very successful sales campaign. We also had a client that was visiting in Tampa and wanted tickets for a major sold out concert in Tampa Bay, plus an NHL game in the same week. We went to reliable sources to find reasonable priced tickets and with our usual \$30 service fee made the holiday for our client in Tampa Bay that much more special.

– Over –

www.eturontotickets.com 905-629-4994 ext 271 or 223

Why do you want to post your tickets with Lange Ticket Exchange?

Many of our tickets for concerts come to us due to the present policy of tickets going on sale up to 6 months before the event, only to find people that purchased the tickets in good faith of attending have other commitments that need to come first. If you would like to avoid the cost of placing classified ads, or paying eBay fees, and then having to deal with questions like;

- Where exactly are the seats?
- How can I meet you to pay you?
- Can I give you a credit card to pay for the tickets?
- Can you come to my office or home and deliver the tickets?
- What happens if the event is cancelled?

Lange Ticket Exchange will either purchase the tickets outright from you, or post them on our website at no charge to you. As you know we charge a reasonable service fee to the buyer of \$30.00 over the cost price of the tickets which keeps the cost of acquiring tickets in the secondary market at very reasonable prices when compared to ticket brokers.

The same policy applies to season ticket holders of sports teams. Many of our clients find the cost of purchasing a 45 game home schedule perhaps very expensive or perhaps time consuming to attend, and will ask Lange Ticket Exchange to handle the selling of their extra tickets. We take their cost price and add \$30.00 for our fees and make them available to our members.

But here's a little secret, less than 30% of our tickets ever go on our website for sale. We sell the majority of our tickets for events to people that have emailed or phoned us and asked to be on a waiting list for a certain concert or sporting event. For example, as soon as it was announced that Coldplay was coming to the ACC, we had lots of clients that emailed us asking for tickets. So, as soon as we sourced out approximately 40 tickets (before even the event went on sale) we had the buyers for those tickets and we put less than 30% of our left over inventory on our website. If you want tickets for events, LET US KNOW in advance of the ticket sale. You are not obligated to purchase tickets just because your are on our waiting list. We will simply give you first opportunity to purchase them if you get shut out from Ticketmaster.



Ottawa Senators!

They may be the best team in the league, and we have expanded our season tickets to include Ottawa Senators. If you have clients, relatives, or friends in the greater Ottawa area we have amazing seats right behind the Ottawa Bench and next to the ramp where the players go onto the ice surface and exit to the dressing room. Be sure to visit our website www.otorontotickets.com and look over the information and games that are still available for these "WOW" tickets in Ottawa.



Subscribe!

Subscribe to get our free weekly email update by going to www.otorontotickets.com. Select "view ticket inventory" which is at the top right corner, and then click on "subscribe – it's that simple." You will then receive a free weekly update of our inventory.

Please take a look at our new brochure which we enclosed with this newsletter. You can keep this as a handy seating chart reference or pass it along to someone you know who may be interested in our service. If you would like more copies of our brochure please let us know and we will be happy to send them to you.

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