

LANGE TICKET EXCHANGE

Newsletter – July 2007



We cannot thank you, our past buyer of tickets enough for the wonderful job you have done in spreading the word about Canada's most unique ticket exchange service. The response we have received from your friends, family and colleagues has seen us grow at a rapid clip of over 40% this past year. We are on target to hit 14,000 tickets for 2007 as we continue to see new buyers (and sellers) come to our website and be amazed to find tickets at \$30 over cost price. We want to say a special thank you to each and every one of you for your past support, and we may have found the way to do just that. We recently started a new merchandise page on our website, where we have posted a number of items for our customers looking for birthday gifts, golf prizes, and yes anniversary gifts as a lot of you mentioned when you picked up the Leaf Nike leather jackets. Our special thank you is very simple; go to our merchandise page which can be found on our home page of www.otorontotickets.com, on the top right corner next to the other 5 icons and just click on the merchandise page. If you see something you like, you will get a 25% discount by saying the magic words, "Merchandise discount 25% please!" Whether you purchase one Leaf beach towel, a jacket, or a total of 5 of the items on the site, all purchases will be given a 25% discount until September 1st, 2007th, when this promotion will end, but you have to ask for the discount.

What's new at Lange Ticket Exchange?

We moved in December 2006 to 3965 Nashua Drive, Mississauga, and our phone number changed to 905-362-4386. As many of you know Naomi left us to go back to school to become a dental hygienist and we wish her all the success in the world. Michael Packman joined us in January as the supervisor of our ticket exchange service, Ashley Brewer and Jason Ramalho joined us over the past 5 months, and Erica Lange (yes my daughter) has joined us for the summer until she goes back to university in September. We now have 4 fulltime staff to deal with the busy summer months. We have our already mentioned merchandise page up and selling items. We recently became a member of the Toronto Star's new website www.shopalot.ca which will allow us to promote ourselves to thousands of possible new clients. As many of you may have read in newspapers, and trade publications, we are home to Canada's first retrofitted geothermal heated and air-conditioned office/warehouse complex, which means no fossil fuels are used in the heating and air-conditioning of our home here. Our website www.otorontotickets.com under the "about us" section has copies of some of the articles, and we have included a copy of the Globe and Mail story that you may find interesting. We do encourage everyone to explore the opportunity of using geothermal in any new heating and air-conditioning applications you have. We have had many companies come by and see our facilities after hearing about the process including major companies from the USA and Western Canada, and we have been invited to speak to companies about how we completed this unique project here at Lange.

Leafs, first call for season tickets or ticket packages

We have lots of season ticket packages available in all price ranges. Right now we are taking requests for full season (45 games), half season (22 or 23 games) and quarter seasons (12 or 11 games). As always if you take a half season package you will get an even split of the season based on half of the Montreal, Boston, Buffalo, Ottawa, New York, Islanders, Pittsburgh and all the teams that come in either 4 or 2 times per season. We split the 4 western teams that visit in equal value. If you have interest in any of the above packages, please call Michael or email him at michaelp@langeshow.com to get your season ticket package.

Prices? Based on a package; Purple's \$80 to \$90 per ticket, Green's \$115 to \$130 per ticket, Red's \$185 per ticket, Air Canada Club's \$225 to \$250 per ticket, Gold's \$230 to \$275 per ticket, Platinum's \$285 to \$350 per ticket. If you purchase a package of games, you will get first opportunity for play-off tickets at reasonable prices. Only want one or two games? No worries, we will cover your request but you need to wait until the schedule comes out in August. Please note, we do have to raise prices for the big premium games like Pittsburgh and Montreal unless you are prepared to take some preseason games with them. Compared to the ticket brokers, our prices are very reasonable.

Ottawa Senators, and what a thrill that was!

It breaks the heart of a long time Leaf fan to see the Senators come along and make the Stanley Cup final. Our "wow" seats in Ottawa allowed a lot of Lange Ticket Exchange members see the run to the cup up close as our 6 season tickets are right behind the Senators bench. I had the pleasure of going to the first Stanley cup game in Ottawa and was amazed at how prepared the Senators were for that first game at home. It should be a Canadian law that every citizen of Canada should attend one Stanley Cup game during their lifetime as it truly was a thrill to watch. The Ottawa fans started cheering for their team 30 minutes before the game even started, and during the game you really couldn't talk as the cheering was so intense. When I left the building you would have thought that Ottawa had just won the series as the crowd refused to leave the parking lots and building area outside. I can only imagine the excitement the run to the Stanley Cup would bring to Toronto. We do have a limited number of tickets still left for our 6 seats in Ottawa as a number of companies have decided to purchase 6 game packages in for the upcoming season. Please contact us for tickets, as we are selling them right now in 6 game packages at face value of \$175 per ticket, yes you will get one Toronto game in the mix of 6 games. Please note we are selling these "wow" seats at face value of \$175, not adding our usual \$30 per ticket to the package.

Montreal Canadiens

We have a single pair of season tickets for Montreal; these seats are located in section 203, row C. These club seats include such benefits as: free concession food for all Canadiens games, reservations in the 'La Mise au Jeu' and 'Le Club' restaurants, exclusive level with private entrance (only 6 rows use this entrance), personalized seats with nameplates (only with full season purchase), extra room and comfort seating and free coat check. We are selling these two seats as a full season package for \$14,750.00, if you would like a half season please contact us for availability.

Buffalo Bills

It's always a thrill to watch the NFL live, the tailgate parties are unbelievable, the fans are loud and it's always a party at Buffalo's stadium. The season tickets we have this year are better than last year's as we managed to improve our sightlines. We do have some games like New England Patriots where we have lots of seats so you can take a gang down to the game. You really have to go to one game as it's truly an unique experience.

Concerts

We are spoiled in Toronto as we are the 2nd largest concert market in North America, with only New York in 2006 selling more concert tickets and having more concerts. This summer we have Roger Waters, Justin Timberlake, Rush, The Police, Beyonce, Bare Naked Ladies, and many other great bands coming thru to entertain you. Our website at last count had over 40 different concerts still left for the summer season.

Special Events and Theatre

Do you remember last winter when many of you offered any price to get High School Musical Tickets at the ACC? It's going to happen again, as Disney's High School Musical theatre production is coming for a very limited engagement to Toronto as it tours North America. The event is in September, but we have just a few tickets left for GREAT seats for Friday and Saturday performances. You know when your little one goes back to school and finds out from her friends about High School Musical that the requests will come in, but we will be sold out by August. We also have great seats for Cirque Du Soleil 2007 in August and September, and Doodlebops in October. We have a few great seats left for "We Will Rock You" as well.

US Tennis Open

We managed to secure over 300 tickets for the semi-finals (September 8th) and the finals (September 9th) being held in Flushing Meadows, New York. To date we have sold over 200 tickets, but so far not one pair to any of our regular clients. As people in the US Google search and discover that we have tickets (we only have upper deck tickets) at \$30 over face value, the tickets have been flying out the door. If you ever wanted to attend a first class event that has all the stars of the tennis world, and all the stars of film, and all the "who's who" of the business world attending this is the event. At \$30 over cost price, you will never find these tickets available on the internet unless you go to a ticket broker's site and pay 3 or 4 times face value.

Events across North America.

We now offer on our website an icon that links you to our sister site, www.northamericantix.com. This site allows you to purchase tickets for events all across North America, but please note this is a site that ties in hundreds of ticket broker's and their inventory. So you will not likely find tickets at \$30 over cost price, but it's a very secure and safe site that is 100% guaranteed to supply legit tickets. So if you are planning on traveling, or wish to give a family member tickets for an event in their home city, please take a look at that inventory for 100% guaranteed legit tickets.

**25%
Discount**

Valid toward
merchandise only
posted at
etorontotickets.com

Coupon must be
mentioned at time of
order.

Offer expires:
September 1, 2007

Insider Tip: Do you have a large email group? We recently started what we call **Lange Ticket Exchange Insiders**. This is a group of people who have demonstrated to us the ability to contact a large group of people through their own email contact list. If you would like to be part of etorontotickets.com "sell-off group" and offer to your email group discounted tickets for events happening within 24 hours, please send Michael Packman an email to michaelp@langeshow.com. How does it work? Simple, sometimes we find ourselves with tickets for theatre, concerts or sporting events the day before or the day of an event and we will sell them either at face value or at a loss, sometimes as much as 25% off face value. We contact our sell-group via email and provide all the details of the tickets. This method as proven to be very successful in assisting us with selling off excess inventory and providing our group with a terrific deal at the same time. If you agree to be part of this group then you email your group with the information about the discounted tickets and watch as your friend's thank you for allowing them the opportunity to get tickets at discounted prices.