

# Lange Ticket Exchange Newsletter

## December 2007 Issue

**Name Change...**A new name again here at Lange Ticket Exchange? For those of you that can remember a few years ago when we started, our company was introduced as Lange Ticket Hangar, after that it was Lange Ticket Exchange, and then our website was called [www.eTorontoTickets.com](http://www.eTorontoTickets.com). While we are keeping the website name, we have a new corporate name, **Lange Ticket Exchange Inc.** We used to be a division of Lange Transportation but the volume of business requires that we have a stand alone business incorporation. We will still rent space from Lange Transportation but we now have a new name that we will require you to make your cheques out to.

**Exciting news...**Recently, our parent company, Lange Transportation, was recognized by the Mississauga Board of Trade for their accomplishment in making our office a healthy place to work. It was presented with the 2007 Environmental Achievement Award by the Mississauga Board of Trade at its annual Awards of Excellence event held November 8<sup>th</sup> in Mississauga.

The award recognizes Lange Transportation's commitment to the environment through its achievements in energy consumption reduction. In 2006, Lange became the first company in Canada to retrofit its entire facility with geothermal heating and cooling. The new system will eliminate approximately 158,000 tons of carbon-dioxide emissions over 20 years. "I did this for three reasons: it's the right thing to do from an environmental standpoint; it creates a healthier workplace; and it's a smart business move," says Lange.

By switching to this renewable energy source, Lange has taken his 70,000 square-foot warehouse off the natural gas system and realized savings of over \$6,000 a month. Before installing the system, Lange had already taken several conservation measures including installing energy-efficient lighting systems and 12 rooftop solar tubes.

**As Seen in the Toronto Star and heard on FAN 590...**The Toronto Star did an article about our unique ticket exchange service, and it made the front page of the September 24<sup>th</sup>, 2007 business section. Now normally when a company makes the news, especially the front page of the business section its not "good news", but the Toronto Star found out about our "little niche" service and decided to investigate how this service works. We must confess we were a little nervous having the "reporter" spend some time with us and "grilling me" pretty good about our service and the need for a ticket exchange service like ours. For those of you that didn't see the article we have enclosed a copy for you to review. How effective is this type of article? Normally we would have approximately 100 new and returning visitors per day visit our website to review our inventory; on September 24<sup>th</sup> we hit close to a whopping 2,400 and on September 25<sup>th</sup> we hit 900 visitors.

On Thursday September 27<sup>th</sup>, the Fan 590 also interviewed Eric Lange. This interview wasn't suppose to be about the ticket exchange service, however it very quickly became the focus point as one of the morning guys, Gord Stellick remembered reading about the Toronto Star article. If you would like to hear the interview, please logon to our website [www.eTorontoTickets.com](http://www.eTorontoTickets.com), click on "View Ticket Inventory" and hit the *Fan 590 logo* to connect you (runs approximately 3 minutes long).

**New Pricing and Policies...**We no longer charge a credit card surcharge or administration fees, however, we have raised our price per ticket from \$30 to \$35 per ticket which is already included in the ticket price shown on our website. Also, all order taken after January 1<sup>st</sup>, 2008 will be subject to 5% GST instead of the current 6%.

We accept business cheques from existing clients, Visa and MasterCard, however, we no longer accept American Express and as always we take hard cold CASH! We will courier the tickets to you, next day delivery for only \$12.95 anywhere in the GTA and approximately \$17.00 outside of the Toronto area. Registered mail is \$10.95 and we don't recommend regular mail because if tickets are lost in transit we cannot guarantee replacement of them. You can also pickup from our office located at 3965 Nashua Drive in Mississauga, Ontario L4V 1P3 during business hours, Monday through Friday between the hours of 8:30 am - 6:30 pm. We are able to open our office on Saturdays for ticket pickup, but it must be pre-arranged.



[www.eturontotickets.com](http://www.eturontotickets.com)

905-362-4386 Fax 905-362-4391

**Just so you know...**We hear from many of you asking, "Can you get tickets for events in other cities?" and the answer is "YES". The method is simple. We can source out tickets from reliable ticket brokers, who will supply us at discount to their retail price. Lange will then add \$35 per ticket to their price. For example, we had someone asking for tickets in Calgary for a Flames game, on a weeknight as he was going to be in Calgary on business and we managed to find a good pair for him that allowed to take a client to the game.

The following information is required in order to try to source tickets for you that are not listed on our website.

1. The event and date you wish to attend
2. The number of tickets (i.e. one pair)
3. The type of seating (i.e. lower bowl, upper bowl, or just get me into the event)
4. An approximate budget (i.e. "I have \$300 per ticket to spend")
5. A daytime phone number that you can be reached at

One thing we cannot do is find tickets at less than face value. We encourage you to try to find tickets on Ticket Master or other original box office sources first, then try some of those expensive websites to get an idea of the type of prices you would be charged from traditional ticket brokers, then email us at [jasonr@langeshow.com](mailto:jasonr@langeshow.com) to allow us the opportunity to find you tickets at more reasonable prices.

**New Staff at www.eTorontoTickets.com...**Our supervisor is Jason Ramalho ([jasonr@langeshow.com](mailto:jasonr@langeshow.com)) and can be reached at extension 252. Jason handles our website updates and ticket sourcing. Sales, is handled by Matt Santos ([etorontotickets@langeshow.com](mailto:etorontotickets@langeshow.com)) at extension 270 and last but not least, our administrator (to ensure the right tickets go to the right person) is Shannon Ashukian ([tickets@langeshow.com](mailto:tickets@langeshow.com)), extension 271. As always, Eric Lange is available at extension 223 to assist with anything.

Please note that our hours have slightly changed. Shannon is available from 8:00am to 4:30pm, and Matt and Jason are in from 10am to 6:30pm. These extended hours allow us to provide those of you with service who cannot call us throughout the daytime. Our phone number is (905) 362-4386.

**New Story...**How is business here at Canada's most unique ticket exchange?

Thanks to all of you, GREAT! First, we couldn't have a client purchasing from us, unless you the consumer didn't trust us to sell your unwanted tickets for an upcoming events. A great example was the Grey Cup here in Toronto. We had dozens of you, that had planned to go to the Grey Cup as your Toronto Argos were on a winning streak, then the unthinkable happened, as the Argos turned in a terrible performance at home at the Rogers Centre. We had a lot of tickets turned in for the Grey Cup and fortunately we had lots of Winnipeg and Saskatchewan fans flying in for the big game and in the end, we found homes for all the tickets at very reasonable prices.

We mentioned in a newsletter at the start of 2007, that we thought we would sell approximately 13,500 tickets in the 2007 year and I am proud to report that we will surpass that number as more and more people find out about our unique ticket exchange service. We have added staff to handle the increasing work load, and we forecast that we will hit record numbers again for 2008.

**What's new at www.eTorontoTickets.com?...**We are offering suite rentals at the Air Canada Centre. We have a number of companies that have decided to post their suite availability on our website for Leaf and Raptors games as well as for concerts. Our website does have a listing of which games and concerts we have suites for, but please note that the suites are not a bargain when compared to purchasing individual tickets, but if you wish to get a large group together and watch an event then we may be able to assist. Note, for general budget purposes it will cost in excess of \$500 per ticket for a Leaf game, \$300 for Raptors, \$300 to \$600 for a concert plus food and beverages which you should budget for \$75 to \$125 per person. Definitely check out the website to see what we are able to offer you.

**A gift for that special someone...**Christmas shopping can be made easy! If you know someone that is impossible to buy for or has everything, why not purchase a pair of tickets for an upcoming event? We certainly have lots of events to choose from whether it is sports, concerts, theatre or maybe even a piece of merchandise that can be found on our website. (i.e. gym bags, towels for the Leaf or NHL fan, Leaf jackets and all at costs below the suggested retail prices). We can even make up a gift certificate in the dollar amount that you wish to give, so the person can pick their own event to attend. If you ever want to pop in and take a look, we have a "show room" at our office located at 3965 Nashua Drive in Mississauga, Ontario where you can view everything up close.

We cannot thank you enough for your past and current support of Lange Ticket Exchange, and we sincerely appreciate when you pass on our website information [www.eTorontoTickets.com](http://www.eTorontoTickets.com) to your friends, family and workmates. If at any time we can be of service, please do not hesitate to call the *Team* at (905) 362-4386, extension 270 Matt, 271 Shannon and 252 Jay).