

TicketBiscuit Ticketing System adds Automatic Facebook and Eventful.com Integration

New online ticketing and marketing tools will help promoters and venues sell more tickets, reach millions of additional fans

October 30, 2008 (FPRC) -- Starting today, users of the popular TicketBiscuit online ticketing system will be able to effortlessly promote their events to millions of additional fans through automatic integration with the popular social media networking site Facebook and the event website Eventful.com.

CEO Jeff Gale said the new feature is simply the latest of many innovations the company has released to help clients sell more tickets. When clients create an event with the TicketBiscuit ticketing system, they will have the ability to share their event to Facebook and Eventful simply by clicking a button. If event details change, they are automatically updated on the respective websites. "It will help our clients promote events more effectively and will save them a ton of work," Gale added. The new feature will be offered to existing and new clients free of charge.

According to recent press releases, Facebook is approaching 100 million users worldwide and Eventful has almost 8 million.

This isn't the first innovation TicketBiscuit has released to help clients capitalize on the popularity of social networks. In June, the company released Promotozoa, a tool that enables ticket buyers to add event descriptions and links to their own social media profiles. "We're seeing very rapid adoption and use of Promotozoa, and we are confident this additional feature will be popular as well. Fans want to connect with other fans; they want their friends to attend the same shows they are attending. These tools make that process easier," said Gale.

About TicketBiscuit, LLC: TicketBiscuit provides online ticketing systems and innovative promotional and marketing solutions to hundreds of venues and promoters nationwide. With system enhancements and new features added every two weeks, the company never stops innovating to help clients sell more tickets. For more information about TicketBiscuit, please visit the TicketBiscuit web site.

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