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PRESS RELEASE

New Free Android 'App' Helps Theatre and Gig Fans Find Tickets on the Move

SeatChoice.com and UK Theatre Web launch a new service to make it easier to find and book tickets for UK shows

Ticket price comparison website SeatChoice.com has teamed up with sister site UK Theatre Web (UKTW.co.uk) to launch a free 'app' for Android smart phones which will help users to find out information about shows, concerts and theatre productions around the country.

The 'app' links with the extensive UK Theatre Web database which lists around 20,000 events and will allow users to search for shows, productions and concerts by area.

Once users have found what they're looking for they will be shown a range of information including cast, tour and venue details as well as accredited STAR (Society of Ticket Agents and Retailers) suppliers offering tickets or the box office telephone number and website link. And once you've seen the show the 'app' also allows you to add star ratings and reviews which can be read by other users.

The 'app' can be downloaded for free from the [Android Market](#) (search for UKTW) and is designed to provide basic listings details even if no internet connection is available. Smart phones which use the Android platform include HTC, Samsung, Sony Ericsson and Nexus.

UK Theatre Web and SeatChoice.com founder Robert Iles said: "We recognise that more and more people are now using their smart phones to access information on the move so we've developed this free 'app' for the Android platform to help theatre and concert fans find out listings and ticket information quickly and easily. Whether they're just looking for somewhere to go that evening or planning a night out in the future this 'app' will help them to find the information they need wherever they happen to be."

SeatChoice.com helps customers to find, compare and buy theatre, gig and event tickets across the UK.

Visitors to the SeatChoice.com website can search for specific productions and gigs if they know exactly what tickets they want or browse types of shows and events before checking ticket availability and pricing. Useful charts showing hot tickets, new tickets, show openings and closings and a minimum/maximum price table all help theatre and gig goers to get tickets for the show they want to see at the very best deal. Using SeatChoice.com to buy theatre, concert and event tickets will save you time and money.

UKTW powers the 'What's On' content for a range of well known theatre websites including www.arts-archive.co.uk where users can search for theatre production information dating back as far as 1997 – content that will eventually be searchable directly via the app. It's estimated that content from UK Theatre Web's listings database is seen by around half a million unique readers a month.

-Ends-

For further information please contact:

Jason at MAW Communications on 07824 818242

If you would like to link to our website please use <http://www.seatchoice.com>

To see the 'app' on the Android Marketplace go here:

https://market.android.com/details?id=com.dynamiclisting.UKTW&feature=search_result

Notes to editors:

Covering all genres and the whole of the UK, SeatChoice.com provides links to tickets, meal deals and theatre breaks from a wide range of reputable suppliers. In addition to providing links, SeatChoice.com conducts real-time searches of price and availability for many shows.

Over thirteen million theatre tickets are sold each year in London alone with increasing numbers of people choosing to buy online. However, using search engines often returns overwhelming and confusing results.

SeatChoice.com conducts real-time searches of theatre box offices and over 20 ticket outlets including leading ticket agents such as Encore, Ticketmaster and Keith Prowse as well as specialist theatre break agents and secondary ticket suppliers such as Seatwave, Getmein and Viagogo.

SeatChoice.com displays the ticket face value, the available discount, any applicable booking fees and the total cost of the tickets for each ticket supplier as well as displaying which suppliers don't have tickets for that performance.