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PRESS RELEASE

SAY 'I LOVE YOU' WITH A NIGHT AT THE THEATRE And if you shop around you can say it with flowers as well!

A night out for two at a top West End show can make a perfect gift for Valentine's Day and with SeatChoice.com's help, budding Romeos can save enough for a dozen red roses too*.

SeatChoice.com - the UK's first comparison site for theatre tickets - has compiled a three step guide for a great night out, at a price which won't break your heart, or your bank balance:

Tip One – Shop around!

Whether you're buying car insurance or applying for a credit card, it pays to compare before you buy. Exactly the same rules apply to buying theatre tickets.

For example, one ticket provider on SeatChoice.com is offering top price tickets to Chicago which would normally cost £55 each for just £35 each, a saving of £20 per ticket and they're available for any performance except Saturdays and during school holidays. That deal knocks £40 off the cost of a night out for two. Enough to buy a dozen red roses for Valentine's Day!¹

Tip Two - Give the tickets on Valentine's Day but see the show next week!

With Valentine's Day falling on a Saturday this year, tickets are proving twice as popular as any other Saturday and four times as popular as mid-week the week before or after.

Many of the top shows like Dirty Dancing, Mama Mia and Hairspray are already sold out for Valentine's night so secondary ticket agents, touts and Ebay traders are probably the only sources for tickets for that night. And of course, they are likely to command a hefty price tag well above their face value.

Robert Iles said: "Valentine's Day is one of the key nights of the year for trips to the theatre so tickets sell out fast and Producers hardly ever offer discounts. It may not be quite so romantic to see the show on a different night but if money's tight you could save yourself a packet."

A search on SeatChoice.com reveals that on the following Wednesday evening, the 18th of February, you can buy two tickets in the Circle for Mama Mia for £91, two tickets in the Upper Circle for Dirty Dancing for £95 and two tickets in the Grand Circle for Hairspray for £69 all including booking fees.

Tip Three – Book clever!

Avoid weekends and school holidays if you can. Theatre producers know that demand for tickets will be high and so they rarely discount tickets for these periods, however, look out for good meal deals or even free hotel rooms with full price tickets – these can be real bargains.

Also, go earlier in the week. Most shows discount tickets earlier in the week when sales are harder to find. Even for very popular shows it's worth searching for deals on Monday and Tuesday and Wednesday nights as you're far more likely to find discounted tickets available.

And remember, theatre is not just about London – look to your local metropolis or local theatres, they will often have great deals on; the Theatre Royal Windsor, for example, is offering a Valentine's Special with champagne and chocolates!

Robert Iles, founder of theatre ticket comparison site SeatChoice.com said: "The economic downturn has certainly hit the theatre industry in the last few months and producers and ticket sellers are offering some excellent discounts to keep the audiences coming in. This is great news for consumers as even shows like Dirty Dancing, Chicago, Billy Elliot and The Sound of Music have some great deals available.

“The theatre ticket market can be complicated and confusing and as a result consumers often end up paying more for their tickets than they need to. However, for savvy theatre goers a night at a top West End show doesn’t have to be an expensive treat.”

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For further information please contact:

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

Notes to editors:

* A dozen red roses from Interflora for Valentines Day costs £39.95 – source Interflora.co.uk

All ticket data used is from SeatChoice.com’s comprehensive records of productions and ticket sales dating back to 1996

SeatChoice.com conducts real-time searches of theatre box offices and over 20 ticket outlets including leading ticket agents such as Ticketmaster and Keith Prowse, and secondary ticket suppliers such as Seatwave and Viagogo. Combined, SeatChoice’s suppliers offer tickets to over 7600 plays, shows and concerts across the country.