



## PRESS RELEASE

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### **IT'S A STUNNING DEBUT FOR THE UK'S FIRST THEATRE TICKET COMPARISON WEBSITE**

**SeatChoice.com aims to save the nation's theatregoers time and money**

The UK's first theatre and concert ticket comparison website has been launched today. 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.

The world of theatre and concert ticketing can be a confusing and complicated place with consumers struggling to find the seats they want and often ending up paying much more for them than they need to.

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. A recent search on Google revealed 3,470,000 sites offering "Theatre Tickets", while ticket touts and other dubious suppliers complicate the process further.

On launching SeatChoice.com Founder and IT Director Robert Iles said: 'It's the final curtain for hours of fruitless searching for theatre and concert seats.

'Until now, comparing the ticket market extensively would take several hours surfing various different supplier websites and by the time you'd worked out who had tickets at what prices with the best discounts and lowest booking fees those seats may well have already been snapped up. For the first time, theatregoers can see exactly which tickets are available and at what price.

Buy tickets for Blood Brothers (Phoenix, West End) | SeatChoice - Mozilla Firefox

http://www.seatchoice.com/index.php?pg=25&action=details&show=L337

**FIND TICKETS & COMPARE SUPPLIERS**

Search: Fri, 24-Oct-2008 2 tickets [Go]

Include:  STAR Members  Primary Suppliers  Secondary Suppliers  
 Tickets: viagogo, Encore Tickets, LondonTheatreDirect, Ticketmaster, See Tickets, Keith Prowse  
 No tickets: WestEndTheatreBookings, GetMeIn Done.

**FULLY CHECKED TICKETS, CLICK TO BUY!**

Supplier	Time	Tickets	Face Value	Discount per ticket	All Fees	Total Saving	Total Cost	
WhatsOnStage	7:45pm Evening	Upper Circle	£32.50	£20.00	£0.00	£40.00	<b>£25.00</b>	BUY >>
UK tickets by J-TW tickets by Encore	7:45pm Evening	Upper Circle	£22.50	£10.00	£0.00	£20.00	<b>£25.00</b>	BUY >>
UK tickets by J-TW tickets by Encore	7:45pm Evening	Upper Circle	£32.50	£20.00	£0.00	£40.00	<b>£25.00</b>	BUY >>
WhatsOnStage	7:45pm Evening	Upper Circle	£22.50	£10.00	£0.00	£20.00	<b>£25.00</b>	BUY >>
KEITH PROWSE TICKETING	7:45pm Evening	Upper Circle	£14.50		£0.00		<b>£29.00</b>	BUY >>
KEITH PROWSE TICKETING	7:45pm Evening	Stalls	£19.50		£0.00		<b>£39.00</b>	BUY >>
UK tickets by J-TW tickets by Encore	7:45pm Evening	Upper Circle	£42.50	£20.50	£0.00	£41.00	<b>£44.00</b>	BUY >>
WhatsOnStage	7:45pm Evening	Upper Circle	£42.50	£20.50	£0.00	£41.00	<b>£44.00</b>	BUY >>
UK tickets by J-TW tickets by Encore	7:45pm Evening	Stalls	£52.50	£30.00	£0.00	£60.00	<b>£45.00</b>	BUY >>
WhatsOnStage	7:45pm Evening	Stalls	£52.50	£30.00	£0.00	£60.00	<b>£45.00</b>	BUY >>
LONDON THEATRE DIRECT	7:45pm Evening	Stalls	£47.50	£22.50	£0.00	£45.00	<b>£50.00</b>	BUY >>
LONDON THEATRE DIRECT	7:45pm Evening	Stalls	£52.50	£27.50	£0.00	£55.00	<b>£50.00</b>	BUY >>
UK tickets by J-TW tickets by Encore	7:45pm Evening	Stalls	£52.50	£18.00	£0.00	£36.00	<b>£69.00</b>	BUY >>
WhatsOnStage	7:45pm Evening	Stalls	£52.50	£18.00	£0.00	£36.00	<b>£69.00</b>	BUY >>
See Tickets	7:45pm Evening	Stalls	£52.50		£9.10		<b>£114.10</b>	BUY >>

User Rating: 3.5/5 (2 votes cast)

**SEND TO A FRIEND**  
 Click Here to send details of these results to a friend (or yourself). Note that you need to do any searches before sending the email for the search results to be included. Searched tickets show live availability so links are not included (as the tickets may have been sold by the time the email arrives).

**Company**  
 Author: Willy Russell. Producer: Bill Kenwright. Director: Bob Tomson. Director: Bill Kenwright. Musical Director: Rod Edwards. Design: Marty Flood. Other: Iain McAvoy (company stage manager). Other: Richard Kingcott (deputy stage manager). Other: Ian Hawkins (assistant stage manager). Other: Michelle MacMillan (wardrobe supervisor). Other: Colin Newland (No 1 sound operator). Other: Richard Bannister (No 2 Sound Operator). Lyn Paul (Mrs Johnstone). Craig Price (Narrator). Stephen Palfreman (Mickey). Richard Reynard (Eddie). Louise Davidson (Mrs Lyons). Louise Clayton (Linda). Stephen Pallister (Mr Lyons). Michael Southern (Sammy). Rob Hughes (PC/Teacher). Alastair Brookshaw (Perkins). Amy O'Neill (Donna Marie). Alex Harland (Bus Conductor). Anna Sambrooks (Brenda). Karl Greenwood (Neighbour).

**mySeatChoice**  
 TellMe: To enable notifications for this event, ADD  
 Enhance: To enhance this listing please click here

\*Screen shot showing the results page for a search for two tickets to 'Blood Brothers' on the 24<sup>th</sup> of October.

'It struck me one day that people use comparison websites to help them buy everything from car insurance to holiday flights so why not use a comparison website to buy theatre tickets? The theatre ticket industry is overcomplicated which results in people often paying too much or believing shows are sold out which aren't.'

SeatChoice.com customers can quickly see which suppliers have tickets available, the price of the seat, whether the seat price has been discounted and any appropriate booking fees to be included in the total cost. Once you've decide which deal to go for, SeatChoice.com hands you straight over to the ticket supplier to make your purchase.

And for theatregoers who think the only way to get cheap tickets is to queue up in Leicester Square for last minute bargains, search results on SeatChoice.com frequently include discounted tickets for all the hottest London shows including Dirty Dancing, Rain

Main and Hairspray, often saving theatregoers up to 25 per cent of the ticket's face value on a range of seats from the Stalls to the Grand Circle.

'SeatChoice.com makes it easier and quicker to find and buy tickets at the best available prices.' Said Robert. 'We have developed this system for over 18 months and are now happy that it provides what consumers need. It's the smart way to buy theatre and concert tickets.'

SeatChoice.com is also full of useful information about theatre ticketing terminology and hints and tips on how to get the seats you want. It also shows the most recent deals other SeatChoice users have secured for the show or concert you're searching for, including the latest discounts, and provides up to the minute news on show openings, closings and cast changes. Customers can also subscribe to a regular email newsletter with all the latest theatre news or track changes on their favourite show.

**-Ends-**

**For further information please contact:**

Jason at MAW Communications on 07824 818242  
Gordon at MAW Communications on 01603 505845

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

**Notes to editors:**

Robert Iles has spent a lifetime in the theatre industry and has over twenty years experience in ticketing systems including developing the first online ticket sales system for the National Theatre. He is also a keen actor and playwright.