

FOR IMMEDIATE RELEASE:

\$3.5 million in ticketing and donations since launch sees Eventarc going from strength to strength

Melbourne, Victoria, July 26th 2010

Online ticketing startup Eventarc announced today that they have processed over \$3.5 million worth of tickets, donations and merchandise since launch. This represents fantastic growth for this young company, as they commence their expansion into the US and other countries. Eventarc is a new entrant to the online ticketing and event registration market, having launched their self-service model in November 2009.

Creating the perfect interface and therefore the perfect customer experience is the problem Eventarc are trying to solve. While it is still only early days, their current product is a powerful and innovative approach that is radically different from anything else in the market.

Co-founder Scott Handsaker explains the thought processes behind the Eventarc solution.

"Providing a really great interface to what is a deceptively complex process is difficult, but if you get it right then you go a long way to delivering a truly outstanding customer experience. Where Eventarc get it right is that we put the registration page at the heart of the experience. Customers can watch their page develop as they build it. Adding custom fields is exceptionally easy and intuitive, while enhancing the look and feel of the page is a snap".

Eventarc have recently integrated with PayPal, one of the first startups in Australia to use the new adaptive payments module. Adaptive payments allow payments to be split amongst different parties in real time, making the online billing process for Eventarc much easier.

In August Eventarc will be expanding into the US, including partnering with New York based animal welfare organisation the ASPCA. The Eventarc technology will provide the platform for an innovative new virtual fundraising project for the ASPCA, including full social media integration.

For additional information contact Scott Handsaker on (03) 9602 1630, or 0409 978 507 or at scott@eventarc.com

For high quality photographs ready for immediate release, please refer to <http://www.eventarc.com/about/media-resources/>.

About Eventarc:

Eventarc is a startup ticketing and online registration company based in the Docklands, Melbourne. Focused on being the leading self-service ticketing provider in the country, Eventarc provides a suite of tools which make it easy for event organisers to accept registrations and payments online.