

FOR IMMEDIATE RELEASE:

New Online Ticketing Startup Launches in Docklands, Melbourne

Melbourne, Victoria, December 2nd 2009

Eventarc, a ticketing and event registration startup based in the Docklands, Melbourne have launched their self-service ticketing product after more than two years of development. The product allows anyone to create an event registration page and commence accepting credit card payments in real time, without the need to know any computer code.

“The interface we provide for users to build their event pages is radically different from anything currently on the market”, said co-founder Scott Handsaker.

“It is a visual, point and click approach that we think is far more flexible and intuitive than the traditional method of filling in form fields. The initial feedback from customers has been extremely positive”.

Eventarc is free for free events. Paid events incur a small 5% booking fee, which can be passed onto the ticket buyer in order to allow the event organiser to effectively use the product for free.

Customers who have used the product include RSPCA, IMAX Melbourne, Make Breast Cancer History and the Mothers Day Classic.

“We plan to make it easy enough for any sized event to benefit from our service. Online event registration and ticketing is a much more efficient way of doing business than excel spreadsheets and chasing phone calls”, said Handsaker.

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

For high quality photographs/logos 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.