



INTRODUCING



OF THE ANGELS

**SEASON SEAT
HOLDER TICKET
RESALE PROGRAM**



**NEW & BETTER
WAY TO RE-SELL
YOUR EXTRA
ANGELS TICKETS
IS HERE**



**WHAT IS THE ANGELS
TICKET EXCHANGE**

- ✓ Official Online Ticket Resale Marketplace of the Angels
- ✓ Your Ticket Listings Verified by Ticketmaster
- ✓ Exclusive barcode Verification Technology
- ✓ Provide buyers INSTANT DELIVERY
- ✓ Conveniently manage your listings from your Angels Account at angels.com
- ✓ Adjust resale price anytime prior to a sale
- ✓ Prompt payments to your account



**MANAGING YOUR
ACCOUNT ONLINE AT**

angels.com

You'll still have access to the same important and convenient features you are familiar with...

Like:

- ✓ Editing your profile
- ✓ Online invoice payments
- ✓ Forwarding tickets electronically
- ✓ Tracking your ticket usage

Remember:

- ✓ **StubHub is no longer an authorized partner of the Angels**
- ✓ You now will use the Angels Ticket Exchange for reselling tickets sanctioned by the Angels and MLB

"Through our partnership with Ticketmaster, our fans will be able to shop the Angels Ticket Exchange with confidence knowing all Angel tickets sold on our official website are 100% authentic and it is an extension of the Angel Baseball experience."

- Arte Moreno, Angels Owner

COMING MARCH 1, 2013

angels.com/ticketexchange



FURTHER QUESTIONS?

Contact your Angels Client Service Representative Today at 888-796-HALO Monday- Friday 8:30AM - 5:30PM

ALSO AVAILABLE AFTER MARCH 1, 2013
The Ticket Exchange Support Team at 866-804-1776 or angelsticketexchange@ticketmaster.com
Hours daily 6AM - 8PM PST

COMING MARCH 1, 2013

angels.com/ticketexchange



THE OFFICIAL RESALE MARKETPLACE WHERE...

Angels season seat holders can safely and easily sell their tickets and Angels' fans can buy them. This new program is operated in partnership with Ticketmaster. The NFL, NBA, NHL, and the Lakers all have similar programs with Ticketmaster in place.

When a fan purchases your tickets from the Official Angels Ticket Exchange:

1. The ticket is validated by Ticketmaster's exclusive barcode verification technology.
2. The original ticket barcode is cancelled.
3. A new, unique ticket is reissued *with your buyer's name on it*.
4. The tickets are delivered **INSTANTLY** within minutes to your buyer.
5. We protect your privacy. You will never be contacted directly by the buyer.

WHY HAS THIS CHANGE OCCURED?

To protect the price integrity and value of your season tickets without disrupting the convenience of reselling your extra Angels tickets. We will offer a safer, fan-friendly and authenticated program for our fans to sell and buy Angels tickets. As a seller, you will no longer need to worry that you are competing with speculative sellers littering this marketplace with fraudulent and "phantom" listings that ultimately under-cut the true value of your ticket. Speculative, fraudulent and "phantom" selling of tickets will NOT be allowed on the Angels Ticket Exchange as they are on alternate sites.

BEGIN LISTING TICKETS ON MARCH 1

Beginning with the 2013 season, the Angels in partnership with Ticketmaster, will launch the Angels Ticket Exchange well in advance of you receiving your Angels Season Tickets.

ARE THERE ANY COSTS OR FEE CHANGES TO BOTH THE SELLER AND BUYER USING THE ANGELS TICKET EXCHANGE?

It's FREE to list your extra tickets for sale when you list through MyAngelsAccount. The Angels Ticket Exchange receives a commission on the total ticket sale. You will be notified of the exact commission value prior to the listing of your tickets. No charges will be incurred unless and until a sale is made. The fees that Season Seat sellers will pay have been reduced and we have eliminated minimum buyer fees when compared to StubHub fees in prior years. WE ARE OFFERING AN INTRODUCTORY RATE OF 5% COMMISSION FOR SELLERS WHO POST THROUGH THEIR MYANGELS ACCOUNT. Keep more of your sale proceeds in your wallet!

	THE OFFICIAL TICKET EXCHANGE RESALE MARKETPLACE	OTHER SITES
SEASON SEAT SELLER FEES	5% OF SALE VALUE	15% OF SALE VALUE
BUYER FEES	10% OF SALE VALUE	10% OF SALE VALUE
DELIVERY/HANDLING FEES	\$4.95 TO BUYER PER ORDER	\$4.95 to \$5.45 TO BUYER PER ORDER EXPRESS SHIPPING DELIVERY FEES WILL COST BUYER \$11.95-\$24.95 MAKING YOUR TICKET LESS ATTRACTIVE WITH THESE ADDED FEES

WILL MY RESOLD TICKETS BE ELECTRONICALLY TRANSFERRED TO THE BUYER THROUGH THE ANGELS TICKET EXCHANGE WEBSITE SIMILAR TO THE PREVIOUS PROGRAM?

Yes. This is the only site that will offer **INSTANT DELIVERY** with barcode re-issue and the system will work virtually identical to the previous program. It's safe, reliable and convenient. Please note: Instant Delivery with barcode re-issue **will no longer be available through StubHub**. If you choose to resell Angels tickets through unauthorized sites, the transfer and delivery of tickets will require more involvement on your part.

	THE OFFICIAL TICKET EXCHANGE RESALE MARKETPLACE	OTHER SITES
ELECTRONIC SALE LISTING	Simple and convenient listing for sale through MyAngels Account	No longer available through MyAngels Account. Must manually list tickets directly at sites and input description of tickets.
TICKET DELIVERY TO YOUR BUYER	Buyer will receive tickets electronically through Ticketmaster Verified Instant Delivery. Buyers are more disposed to buy "Instant Delivery" tickets versus waiting for delayed delivery or picking up at a designated area away from venue.	No Instant Delivery available with barcode re-issue. You must arrange to ship your hard tickets via site's express mail service or same day drop off. Aftermarket version of PDF Ticket prohibited. No drop off or Will Call service will be provided at Angel Stadium.

HOW WILL I GET PAID THROUGH THE ANGELS TICKET EXCHANGE?

You can choose to get paid to your financial institution account or Sellers Credit. Payment is usually processed days after the delivery of tickets.

You have two payment options:

1. **Direct Deposit** - Typically within 7 business days after the buyer has received the tickets, your payment will be deposited electronically to the account you provide.
2. **Seller's Credit** - This is available to Season Ticket Holders only. If you elect to be paid with Seller Credit, the proceeds from your sale will be deposited into your Season Ticket Holder team account.

ARE THERE ANY CHANGES TO THE LIMITS FOR RESELLING TICKETS UNDER THE NEW 2013 PROGRAM?

Your Season seats are valuable and we intend to institute parameters that will help maintain the value and price integrity of your tickets when listed for resale. As noted above, the abuses of the previous program that created severe price deflation and disparity are being addressed by instituting more balanced price guidelines where everyone benefits.

In general, you are able to set the price of your tickets to the minimum allowed. Minimums will vary by game and seating location. You have three choices from which to select: Fixed Price, Decrease Price, and Market Price. Here are your pricing options:

- **Fixed Price:** Research on the Angels Ticket Exchange what prices tickets are comparably listed for. Then set your own price. Feel free to return later and change your price accordingly.
- **Decrease Price:** Improve your chances of selling your ticket by having us automatically lower the ticket price daily. Just set a starting and minimum price and wait for them to sell.
- **Market Price:** You can set an initial price and we will adjust your price daily to the average price for tickets listed in the same price section. If tickets aren't already listed in the seller's section, the tickets will be listed at the initial price. The formula for calculating the market price is performed by taking the average of all retail ticket prices in the same section.

WHAT REMAINS THE SAME?

There will be no limits to the number of games that you may list and sell for 2013 or a price ceiling that you can list for within reason.

WILL BUYERS (FANS) BE ABLE TO ACCESS THE NEW PROGRAM FROM THE ANGELS WEBSITE? HOW WILL THE ANGELS MARKET THE NEW PROGRAM TO INCREASE MY ODDS OF MY TICKETS SELLING?

Yes. Similar to the previous Ticket Exchange program, buyers will be directed to angels.com/ticketexchange to preview tickets for sale. The Angels will promote the new program at similar levels to the previous marketplace program.

WILL OTHER ANGELS TICKETS BE LISTED FOR SALE ON THE OFFICIAL ANGELS TICKET EXCHANGE WEBSITE?

Angels Season Ticket Holders listing tickets for sale through MyAngelsAccount will have their tickets **prominently displayed** as Instant Delivery on the web pages versus non-SSH tickets listed without barcodes. Furthermore, the new program will only allow a SSH listing via **instant electronic transfer delivery** (cancelled bar-code and new one issued on print at home ticket to buyer) versus other non-SSH tickets listed without barcodes.

WHAT IS REQUIRED ON MY PART TO GET STARTED? AND WHO CAN ASSIST ME?

All Season Seat Holders must register to establish an Angels Ticket Exchange Account online beginning March 1, 2013. You will also need to register your Ticket Exchange account if choosing the Direct Deposit payment method by registering your financial institution routing information through the secured site. Your Angels Client Service Representative will be available to walk you through the account set-up and direct you to a simple online Tutorial to get you started.

ANGELS TICKET EXCHANGE

Our marketplace is the only one that can offer **INSTANT DELIVERY** with verified bar-code re-issue to buyers. No other online marketplace can deliver this level of security.

PLUS... Angel Fans overwhelmingly prefer to buy tickets offered with **INSTANT DELIVERY** in combination with a verified and authentic bar code versus an aftermarket version.

PLUS... A low 5% Season Seat Holder sellers commission vs 15% on other non-authorized marketplaces.