

## A's to use Cellphone Technology for Tickets

Written by The Staff  
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Add the **Oakland A's** to the growing list of clubs that will use your cellphone technology as a ticket to the game.

Yesterday, the **Oakland Athletics, MLB Advanced Media (MLBAM) and Tickets.com, Inc.** launched

### **Tickets@Phone**

, a mobile ticketing technology that will provide A's fans with a convenient and easy to use ticket delivery method for A's home games, beginning

### **Friday, May 11**

. The A's were the first professional sports team in the United States to test this Tickets@Phone technology in October of 2006 and are one of three Major League Baseball teams to use the technology this season.

A's fans who purchase individual tickets on [oaklandathletics.com](http://oaklandathletics.com) can choose to have the bar coded ticket delivered to a mobile phone, via a MMS or picture message through the Tickets@Phone technology. The mobile ticket is validated at a designated gate by scanning the mobile phone giving fans a fast and hassle-free entry to the ballpark.

"The A's organization is continually working to enhance the fan experience," stated **Steve Fanelli**

, A's Director of Ticket Operations. "Mobile ticketing is another advancement that will give fans a convenient way to purchase and use A's tickets."

"This technology will contribute to the Athletics' effort to provide the best fan experience by eliminating the need to carry a paper ticket, or to wait in a Will Call line to pick up their tickets";, added **Derek Palmer**, Tickets.com's Chief Commercial Officer. "With Tickets@Phone, fans can purchase tickets and go directly to the admission gate."

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The A's and Tickets.com will provide information about Tickets@Phone behind Section 120 during the A's game against Cleveland on Friday, May 11. In addition, fans can learn about My A's Tickets, an online management tool designed for season ticket holders, A's Replay, a service that allows season ticket holders to sell their unused tickets and Tickets@Home, a feature that gives fans the option to print their own tickets.