

Australian Public Begins to Receive Tickets for 2010 Olympic Winter Games

CoSport Starts Process of Notifying Customers

CoSport, which is the exclusive authorized ticket agent of the Australian Olympic Committee (“AOC”), recently completed the lottery process in order to allocate tickets based on the requests received from the Australian public between 3rd October 2008 and 7th November 2008. CoSport is now in the process of contacting customers and finalizing the initial sales phase of tickets to the 2010 Olympic Winter Games in Vancouver, Canada.

Demand was unexpectedly high across all sporting events and the Ceremonies, resulting in 61 of the total 170 event sessions being over-subscribed. CoSport utilized a lottery process to provide interested customers with the best possible chance to purchase tickets. To ensure fairness and transparency during the lottery process, CoSport engaged a reputable, worldwide audit and tax firm to oversee the running of the lottery and report on the effectiveness of the lottery procedures.

To conduct the lottery, CoSport used the ticket allocation provided to the AOC for the general public by the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC), as well as a supplemental allocation of additional tickets provided by Jet Set Sports (parent company of CoSport). The AOC received an initial allocation of 781 tickets from the VANOC to be distributed to the Australian general public.

Due to the overwhelming demand and number of oversubscribed sessions, Jet Set Sports, which is an official supporter of VANOC, agreed to allocate a further 1,848 tickets from their own sponsor allocation for sale and distribution to the Australian general public. This additional allocation and the original AOC allocation provided a total of 2,629 tickets to be used in the lottery process for the Australian general public.

During the 5-week period of the Request Phase, CoSport received 339 orders for total of 4,142 tickets from the Australian public.

The Top 5 most requested sports were:

1. Ice Hockey
2. Freestyle Skiing
3. Snowboard
4. Alpine Skiing
5. Figure Skating

The Top 5 most requested event sessions were:

1. Snowboard – Men’s Half pipe (17th February) – Category B tickets
2. Ice Hockey – Men’s Gold (28th February) – Category A tickets
3. Snowboard – Men’s Half pipe (17th February) – Category A tickets
4. Freestyle Skiing – Men’s Moguls Finals (14th February) - Category B tickets
5. Ski Jumping – Men's Large Hill Individual Qualification (19th February) – Category B tickets

CoSport is able to release the following lottery results:

- 2,629 total tickets available for lottery process
- Total of 2,504 tickets were confirmed
- **60.4%** overall tickets requested were confirmed
- 301 of the 339 orders (89%) received tickets.

CoSport is now completing the sales process for those customers who received tickets through the lottery process and also updating its inventory in preparation for the next ticket sales phase. CoSport currently expects to begin its next sales phase in February 2009. At that time, all tickets that are still remaining in the Australian allotment, plus any additional tickets received from VANOC, will be available for purchase on a first-come, first-served basis.

For more information please visit our website at www.cosport.com.au.