

US 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 US Olympic Committee (“USOC”), recently completed the lottery process in order to allocate tickets based on the requests received from the US 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 very high across all sporting events and the Ceremonies, resulting in 140 of the total 170 event sessions (82% of all 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 USOC 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 USOC received an initial allocation of 33,448 tickets from the VANOC to be distributed to the US 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 14,985 tickets from their own sponsor allocation for sale and distribution to the US general public. This additional allocation and the original USOC allocation provided a total of 48,433 tickets to be used in the lottery process for the US general public.

During the 5-week period of the Request Phase, CoSport received 14,179 orders for total of 166,800 tickets from the US public, with 57% of the orders received in the final week. There was a particularly high concentration of orders from Washington state (40%) and California (16%).

The Top 5 most requested sports were:

1. Ice Hockey
2. Figure Skating
3. Snowboard
4. Short Track Speed Skating
5. Alpine Skiing

The Top 5 most requested event sessions were:

1. Snowboard – Men’s Half pipe (17th February) – Category B tickets
2. Snowboard – Men’s Half pipe (17th February) – Category A tickets
3. Figure Skating – Ladies Free Skate (25th February) - Category B tickets
4. Opening Ceremony (12th February) - Category C tickets
5. Snowboard – Men’s Snowboard Cross Qualification/Final (15th February) – Category B tickets

CoSport is able to release the following lottery results:

- 48,433 total tickets available for lottery process
- Total of 43,004 tickets were confirmed

- **25.8%** overall tickets requested were confirmed
- 7,842 of the 14,179 orders (55%) 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 US 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.