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Press Release

FOR IMMEDIATE RELEASE

The future is here! Rogers Bayfest introduces a new ticket location in the palm of your hand

Rogers Bayfest along with the Rogers Wireless Box Office is now offering a paperless ticket to all Rogers Wireless users.

“Rogers Bayfest has a goal of becoming a zero waste festival and by introducing the new mobile ticket, we will be reducing the amount of waste it takes to produce and ship tickets,” says Michele Stokley, Executive Director of Rogers Bayfest.

The new mobile tickets will allow Rogers Wireless customers to purchase Bayfest tickets anytime, anywhere through their Rogers Wireless cell phones.

“Rogers Bayfest will be the largest event to date in Canada to use this new technology,” says Ember Johnstone, Regional Marketing Manager with Rogers Wireless.

The new Rogers Bayfest mobile ticket is not only a fast and easy way to purchase tickets; it is also a way to avoid paying service charges as Rogers takes care of this for you, a savings of over \$5 per ticket.

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Wireless Tickets - 2

With the new Rogers Wireless Box Office you will have access to licensed, general admission show tickets for both Brad Paisley and Tim McGraw at Rogers Bayfest in Sarnia, Ontario.

“You can browse and purchase concert tickets directly from your Rogers wireless phone,” says Stokley.

Tickets are now available to be purchased through your wireless phone. Avoid ticket lines and purchase your tickets by phone.

To learn how to purchase your tickets by phone visit:

www.urmusic.ca/tickets or text TICKETS to 555