



Washington Capitals Tap Qcue for Dynamic Pricing

AUSTIN, Texas — Oct. 5, 2011 — Qcue, the dynamic pricing engine for live entertainment, today announced the Washington Capitals are the latest team to select Qcue for dynamic ticket pricing. The Capitals will use Qcue to dynamically price all single-game tickets throughout the 2011-2012 season, helping the team increase revenues and maximize fan value.

Dynamic pricing continues to gain momentum in the NHL and across the sporting world. In fact, the Nashville Predators, the first NHL team to dynamically price playoff tickets, will roll dynamic pricing out full stadium for the upcoming season. With the addition of the Capitals, Qcue is now responsible for more than 85 percent of the dynamically priced seats across professional sports.

"By dynamically pricing all available seats for our games this season, we're giving fans a broader range of choices, offering opportunities to select tickets for games that they may not have considered in the past," said Jim Van Stone, senior vice president of ticket sales and service for Monumental Sports. "This new approach truly rewards fans for buying earlier in the season while protecting season seat holder value. This partnership with Qcue will give us the opportunity to expand our fan base significantly."

Qcue's software helps teams analyze sales data and other external pricing variables, providing sales and revenue projections, strong reporting capabilities as well as market-based price recommendations. Additionally, integration capabilities remove the management burden teams often face by directly communicating price changes to the team's ticketing system, in this case, Ticketmaster. With Qcue, thousands of price changes take just a few minutes.

"As hockey season kicks off, the Capitals and Predators are sure to be among the most exciting teams on the ice," said Eric Freeland, vice president of business development for Qcue. "Dynamic pricing delivers the flexibility organizations need to adjust to changing market conditions, maximize attendance and drive revenues. We're thrilled to add the Capitals to our growing roster and expand our relationship with the Predators this season."

About Qcue, Inc.

Qcue is reinventing the primary ticket marketplace with dynamic pricing and inventory management solutions for live entertainment events. Sports teams, concert promoters and venues use Qcue's patent-pending technology to set the right price at the right time and provide the best value for fans, from the date of on-sale to the date of the event. Customers and partners include leading franchises across Major League Baseball, Major League Soccer, the National Basketball Association, the National Hockey League and NASCAR as well as Major League Baseball Advanced Media, Goldstar and Tickets.com. Founded in 2007, Qcue is based in Austin, Texas. For more information on Qcue, visit www.qcue.com.

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