



ENCORE'S UNIQUE NEW THEATRE TICKET BUY-BACK SCHEME REMOVES FINANCIAL RISKS FOR GROUP ORGANISERS AND COACH TOUR OPERATORS

**New Indemnity Scheme Accepts Tickets From All Operators
Encore Tickets Celebrates 5TH Birthday & 35% Increase In Business For 2005**

Encore Tickets is celebrating a 35% increase in business in 2005 with the launch of a unique new indemnity scheme that will refund the money on theatre tickets booked by group organisers and coach tour operators – even if they were not bought from the company.

The leading West End theatre and attraction tickets specialist has already refunded over £100,000 in 2005 to operators for tickets bought from the company, but then not required.

Now the indemnity scheme is to be broadened with Encore offering a refund, for a small fee, for tickets originally bought from any other suppliers.

Said Encore Tickets managing director John Wales; “No other ticket supplier offers a scheme like this. We are able to do it because we know we can re-sell returned tickets through our many different outlets, including our very successful web site: www.???”

“The one fear that group organisers and coach tour operators have when organising London theatre trips is that they will be left with unsold tickets. This money-back scheme removes that worry – and it has been so successful that we are now happy to buy back tickets bought from other sources as well”.

Over 12 million theatre tickets are booked each year with the trade currently accounting for 25% of this. With an average commission of £5 per tickets this already means a total of £15 million in commission alone.

Encore believes this move will help group organisers and coach tour operators continue to expand into this market and make substantial increase earnings from theatre/dinner tours and theatre/hotel breaks in 2006.

The fastest growing ticket supplier, Encore has just celebrated its 5th birthday with a large stand at this year's World Travel Market, featuring some of the new shows about to hit the West End including; 'Dirty dancing', 'And then there were none', the first Agatha Christie since Mousetrap opened 50 years ago, and 'Sinatra' the extraordinary show in which Frank Sinatra appears to sing live on-stage thanks to ground breaking new digital effects and stage technology.

Ends.

For more information please contact:

John Wales. Encore. Tel: 020 7439 4000. Mobile: 07932 633764.

John Sansom. Presslink. Tel: 020 7831 0023. 24 Hr: 07071 726766