



ENCORE TICKETS EXPANDS WITH PURCHASE OF ADVANCE BOX OFFICE

Enlarged Group Will Boost Service Levels For Coach Tour Operators and Group Travel Organisers

Encore Tickets Limited has purchased Advance Box Office Limited in a move that will give the new enlarged group greater penetration of the domestic market and increase service levels for coach tour operators and group travel organisers.

Encore Tickets is the leader in the international travel trade market with an 80% market share and growth of 40% per annum for five consecutive years. Advance Box Office has built a strong presence in the domestic market with a 100% increase in sales over last year. The new group is predicting a £20 million turnover for 2007.

The newly signed deal will see Advance Box Office and Encore's existing domestic group business merge in October 2006. Service levels to coach tour operators and group travel organisers will be significantly upped with the setting up of expanded group sales account handler teams, a full time telemarketing department, and new promotional publications for both domestic and international markets. Both companies will also be recruiting more staff and moving into larger new offices in central London.

Said Encore managing director John Wales: "We are very excited at the potential of the combined operation. By pooling our resources, backed up by a planned investment, we will deliver a combined proactive ticket sales operation that will be focussed on the needs of coach tour operators and group travel organisers".

Encore has purchased Advance Tickets Limited from the AKA Group, and Chris Ryan will continue in his role as managing director of Advance Box Office.

Chris Ryan, managing director of Advance Box Office commented: "I am delighted that we have joined forces with the team at Encore Tickets. Advance Box Office has grown from strength to strength over the past 3 years and this deal will allow to us offer our customers greater choice of seats and a wider variety of product. I am confident that together Advance and Encore can build on this success and bring even more people to West End theatre."

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