

See TICKETS

SEE TICKETS ACQUIRES FLAVORUS TO STRENGTHEN ITS PRESENCE IN NORTH AMERICA

**Company Will Continue to Focus on World Class Service to Its Clients
With Its Fully Integrated Ticketing, Marketing, CRM, Self Service and Analytics Platform**

[Los Angeles, CA – June 27, 2016] – See Tickets, a subsidiary of Vivendi, a Paris-based international media and content business, and part of Vivendi Ticketing, announced today the completion of the acquisition of Flavorus after its successful bid to purchase the company from SFX Entertainment. Flavorus will integrate its operations with See Tickets. The new team will be led by See Tickets (US) CEO Boris Patronoff.

*“Flavorus and See Tickets share the same philosophy of service and commitment to clients and customers,” **stated Boris Patronoff.** “We are delighted to welcome the Flavorus team who bring unparalleled experience along with a powerful operating platform. We look forward to delivering our clients the very best ticketing service.”*

Vivendi Ticketing serves more than 4,500 clients globally under its See Tickets brand in the UK and North America and under the Digitick brand in France.

See Tickets has rapidly grown its North American business by powering the ticketing for a number of high profile clients including record labels (Interscope, Def Jam, Capitol amongst others), festivals (L Festival), artists (Kanye West, Selena Gomez, Dierks Bentley), trade shows (Timecrafters) and venues (Pico Rivera Sports Arena).

(MORE)

Flavorus has served more than 4,300 partners globally in festival, concert, nightclub, and food and drink sectors including the upcoming All-American 4th of July Celebration on the Queen Mary, Beautycon Festival in Los Angeles, San Diego Pride Music Festival, Electric Zoo: Wild Island Festival in NYC and Reggae Summit in Hawaii.

The Flavorus platform offers its clients a wide array of features including box office functionality, RFID and magnetic card ticketing, private label ticketing, reserved seating, analytics, layaway and payment plans, social media integration, fraud detection and prevention, and multi-use ticketing. Flavorus is also optimized across multiple sales channels. Clients can set up events on their own in minutes or rely on the Flavorus team to handle it for them.

“Flavorus has a long history of innovating for its clients bringing so many firsts to the market, such as the first mobile box office, the first mobile scanning, the first integrated RFID systems, the first to allow fans to buy tickets directly on Facebook, and so on,” said James Reichardt, co-founder and Chief Technology Officer with Flavorus and now See Tickets US. “We are looking forward to the next chapter with See Tickets.”

About See Tickets

See Tickets is a full service ticketing company offering a comprehensive suite of ticketing, marketing, CRM and analytics tools. See Tickets is uniquely positioned to facilitate events of all sizes across all sectors including music, festival, sport, fair, comedy and trade shows. See Tickets serves more than 4,500 clients globally including the world’s biggest event promoters and venues such as Glastonbury Festival, Louis Vuitton, Manchester City FC, Universal Music Group and The Eiffel Tower. See Tickets is a wholly-owned subsidiary of Vivendi SA, a Paris-based international Media and Content business, employing more than 16,000 staff globally with revenues in excess of \$12 billion in 2015. See Tickets is part of Vivendi Ticketing, a Vivendi Village unit, which operates under the See Tickets brand in the UK and North America and the Digitick brand in France with offices in Los Angeles, Nottingham, London, Paris and Marseille. For more information, visit www.SeeTicketsUS.com.

MEDIA CONTACT:

Matt Basta | See Tickets | 323.871.5170 | Matt.Basta@seetickets.com | www.SeeTicketsUS.com

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