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The Show Must Go On – One In Twelve Ticket Buyers Don't Attend the Event

*According to a recent survey, illness, work and family commitments come
between ticket holders and their event*

RICHMOND, Va., May 16, 2007 - In a recent survey, one in 12 respondents reported missing an event they had purchased tickets for in the past year due to unexpected circumstances, such as illness or family obligations. To put that number in perspective, if one in 12 original ticket holders missed Monday Night's Game 4 of the NBA Eastern Conference Semifinals, nearly 1,400 fans would miss the game.

The survey, commissioned by World Access, asked 1,546 adults about their purchasing habits for events such as concerts, theatre and sporting events.

A majority of respondents had purchased event tickets in the past year (56%). Of those, 33 percent had made their purchase three or more months in advance. When purchasing tickets months in advance of the event date, circumstances such as work, family and health conflicts are harder to predict. Missing a ticketed event for unexpected reasons, such as illness, can mean losing whatever investment was made in the purchase of the ticket.

When asked, 91 percent of survey respondents indicated that they would like the ability to get their money back if an unforeseen event caused them to miss their event. Seventy-three percent of those respondents said they would expect the coverage to cost up to 5 percent of the ticket cost.

“Event ticket insurance offers ticket holders peace of mind and reassurance that a ticket purchase won’t be a lost investment,” said Beth Godlin, executive vice president for World Access. “For a \$125 ticket, the cost of insurance is just \$6.25. Recent sales figures, along with our survey of ticket holders, demonstrate consumers see the value in this new product. Event Ticket ProtectorSM, launched last year, insures ticket holders against the cost of their ticket and any associated costs, such as shipping, should they miss the event due to a covered reason.”

Event Ticket ProtectorSM insurance offers protection for the following “covered reasons”:

- Illness or Serious Injury
- Traffic Accidents
- Mechanical Breakdown
- Airline Delay
- Home or Business Issues
- Care for a Family Member
- Felonious Assault
- Employer Termination
- Jury Duty
- Required to Work
- Work Relocation
- Military Duty

Event Ticket Protector insurance is available on nearly 100 online ticket vendors Web sites including TicketsNow, Coast to Coast Tickets, Wantickets and InTicketing.

Survey Methodology

The World Access online survey was conducted by independent research firm Zoomerang during the months of April, 2007. There were 1546 respondents in regards to purchasing habits for ticketed events for a +/- 2.5% sampling error at 95% confidence level. There were 870 respondents who had purchased a ticket in the past year for a +/- 3.2% sampling error at 95% confidence level.

About World Access

World Access provides concierge, insurance and emergency assistance to millions of people each year, with customized solutions for ticketing companies, credit card issuers, healthcare firms, travel companies and employers. Based in Richmond, Virginia, World Access is a company of the Mondial Assistance Group, an international leader in travel insurance and emergency assistance services, and part of the Allianz family of companies. For more information, visit www.worldaccess.com.

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