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The Launch of Nightlife “Event Ticket Insurance”

Track Entertainment unleashes new product for the nightlife industry

NEW YORK, NY and RICHMOND, VA, April 16, 2007— Track Entertainment is launching a new service called “Event Ticket Insurance,” a product that further advances the growing nightlife ticketing industry.

Nightlife ticketing has exploded. To get into nightclubs and to catch exclusive acts, clubbers can’t just rely on showing up at the door. They have to buy advanced tickets, and they have to buy them early. There’s only one downside: risk. When customers buy advanced tickets to a nightclub or a concert, if they can’t make it, they’re out of luck, money down the drain.

Until now.

Track Entertainment, which owns the websites Clubplanet.com, NewYears.com, and Wantickets.com—the leading provider of nightlife ticketing with over 800,000 tickets sold—is rewriting the rules of the industry. For the first time, clubbers can protect their ticket investments with World Access’ **Event Ticket Protector**.

If customers are unable to attend an event due to a covered reason, buyers of Event Ticket Protector will receive reimbursement for the full cost of their tickets. (And now for some fine-print insurance speak: a “covered reason” for missing the event includes illness, unforeseen events, being required to work, etc.)

“Along with an exciting lifestyle, our club-goers seek value. Event Ticket insurance provides a greater sense of security to customers purchasing tickets, especially those that are pricey or sell out early like our New Year’s Eve events,” stated Barak Schurr, President of Ticketing for Track Entertainment.

Event Ticket Protector provides coverage for tickets up to \$10,000.

And with the nightlife ticketing being a multi billion dollar industry, the product couldn't come at a better time.

About Track Entertainment

Track Entertainments is a full-service lifestyle marketing company. With over 20 years experience and with clients ranging from Pepsi to American Express to T-Mobile, Track produces live events (concerts from Gwen Stefani to Kanye West), executes marketing campaigns, and owns several leading websites. Properties include Wantickets.com, NewYears.com, Clubplanet.com, nocheLatina.com, CoolJunkie.com, and WantTravel.com. For details, visit www.TrackEntertainment.com.

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, VA, World Access is a member 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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