Your One-Stop Solution for Movie Ticket Promotions
Fandango Drives the Movie Going Experience

**#1 Online Movie Ticketing Site**

- Nearly 20,000 screens
- Leader in 24 of top 25 DMAs
- 10 – 20% of opening weekend box office for top films

**Buy tickets anywhere, anytime!**

**Web**

- #1 Online Ticketing Site

**Mobile**

- #1 in Mobile Movie Ticketing

**Email/text**

- #1 in email + mobile Opt-ins

Fandango Drives the Movie Going Experience
Fandango Demographics

**FANDANGO ONLINE**
- 44% Male
  - 4.8 million
- 56% Female
  - 6.2 million

% Unique Visitors
- Age 18-34: 39%
- Age 35-49: 34%
- Age 50+: 17%
- Age <18: 10%

- Median HHI: $76,083
- Median Age: 37
- 80% college educated
- 45% have kids <18 in HH

**FANDANGO MOBILE**
- 46% Male
  - 2.1 million
- 54% Female
  - 2.4 million

% Unique Visitors
- Age 18-34: 55%
- Age 35-49: 22%
- Age 50+: 17%
- Age <18: 18%

- Median HHI: $89,187
- Median Age: 34
- 86% college educated
- 65% have kids <18 in HH

Comscore Media Metrix, @Plan Rel 3 2011
Nielsen Mobile Media View, Nov 2011
Top Exhibitor Network

Only ticketing provider for all of the top 4 national theater chains:

REGAL CINEMAS®  AMC THEATRES®  CINEMARK®  The Best Seat in Town  Carmike Cinemas

Partial List of other Fandango Theatre Partners:

Cobb Theatres  King Theatre Circuit  Century Theatres  Bexar  Winchester Theatres  Sterner

Wallace Theatres  Kerasotes Theatres  IMAX  Cinebarre  Starlight Cinemas

CITY CINEMAS  ALAMOE Drafthouse Cinema  Edwards Theatres  United Artists Theatres  Deagan’s Theatres

FANDANGO®  Cinema West
# Most Comprehensive National Theatre Coverage

<table>
<thead>
<tr>
<th>Theater Chain</th>
<th># of Screens</th>
</tr>
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<tbody>
<tr>
<td>Regal Cinemas</td>
<td>5,205</td>
</tr>
<tr>
<td>AMC Theatres</td>
<td>4,856</td>
</tr>
<tr>
<td>Cinemark</td>
<td>2,810</td>
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<tr>
<td>Cineplex</td>
<td>2,241</td>
</tr>
<tr>
<td>Other</td>
<td>4,665</td>
</tr>
</tbody>
</table>

**TOTAL SCREENS:**

19,777 and counting...
Award Winning Website

Internet Retailer’s HOT 100 List for 2012!

BARNESANDNOBLE.COM
A GOOD STORY

BETTERWORLDBOOKS.COM
A BROADER MISSION

FANDANGO.COM
A MOVIE PALACE

Why They’re Hot:

Fandango does two very different things very well: It immerses a consumer in movies, providing a wealth of content to leisurely peruse, and it enables a slick, quick purchasing process. Fandango offers consumers movie news, celebrity photo galleries, box office tallies, extremely thorough movie descriptions including trailers and posters, and much more. And when it comes to buying tickets, moviegoers with Fandango accounts can log in and buy tickets in just a handful of clicks. The same can be said for its crisply designed smartphone and tablet apps (with 20 million downloads). “Fandango has dedicated itself to being much more than a place to purchase your movie tickets in advance,” says Jessica Yi, chief product officer. “It is the one-stop shop to make movie-going easier.”

Key Statistics:

Date Launched: 2001
Unique Visitors: NA
Web-based Sales: Order the Hot 100 issue

Who They’re Using:
Top Moviegoer Destination

Clips & Trailers, Exclusive Interviews, Fan Ratings & Reviews

Sweepstakes & Promotions

Movie Guides, Blogs & Photo Galleries

Community of Movie Fans
And the award goes to…
Fandango for its leading mobile and tablet products

Fandango iPad app
2011 Webby Award Winner
Shopping Tablets & All Other Devices

2011 People’s Voice Winner
Shopping Tablets & All Other Devices

Fandango mobile apps
2011 People’s Voice Winner
Entertainment Tablets & All Other Devices

The Nation’s Leader in Mobile Movie-Going
We’ve Got an App For That!

One of Time Magazine’s “50 Best iPhone Apps for 2012”

Fandango

By DOUG AAMOTH | @daamoth | February 15, 2012

Fandango’s iPhone app lets you browse movies, watch trailers and read reviews, and then once you’ve decided what you want to see, it provides theater locations and directions. Tickets can be purchased right from within the app — you can even choose your own seats if the theater supports reserved seating.

Link: Fandango
Millions of Engagements Across Multiple Platforms

- 22MM mobile app downloads
- Facebook – 1.4MM+ Fans
- Twitter – over 56k Followers
- Fandango FanMail – 9MM subscribers
- Mobile movie alerts – 550k+ opt-ins
Strong Consumer Brand & Marketing Support

- **FanMail Email**
- **SMS Code Redemption**, **Keyword Sponsorship Opportunities & Mobile Alerts**
- **Free Gift with Purchase & Promos, Sweepstakes**
Strong Studio Partnerships / Marketing Support

Studio partnerships
(Super Bowl ads!!)

Seasonal campaigns timed to blockbuster releases

Integrated into movie sites
Awareness of Fandango is in the same league as such well-known brands as Facebook, YouTube and Apple.

Source: Smith Geiger study of aided awareness December 2011
Promo Code Overview:

• 16 Digit Alpha-Numeric Codes entered during the checkout stage on the Fandango website, mobile site, or mobile app.

• Fandango is the **ONLY** promotional code provider that gives your consumer an advance ticket for a **guaranteed seat** to 20,000 screens nationwide, so he or she avoids the risk of sold out theatres or standing in long lines.

• Clients fund the value of each code and that value can range from a small discount on a movie ticket to several free tickets.

• Codes can be distributed via email, online, SMS text, on-packaging, and printed on store receipts, among other methods.

• Can restrict codes based on the following criteria: # of tickets, $ value, specific movie(s), specific theatre(s), city/DMA, rating, day of the week, time of day, etc. **ONLY** Fandango can do this, for over 20,000 screens nationwide.
Fandango Promotional Codes: A Superior Solution

Fandango has 100% national coverage!

- Online ticket redemption process for movie theaters in all DMA’s.
- Even theaters where Fandango does not have a direct connection to the theater’s POS system.
- Only Fandango also features advance guaranteed seats for 20,000 screens nationwide, representing 76% of the national box office, at no additional cost to you!
  - And has 9M email subscribers, 1.4MM Facebook fans, and other compelling marketing assets that can be put at your disposal.
- Traditional movie cash/promo code providers don’t compare!
Promotional Code Flexibility To Suit Your Needs

Codes Can Be Set To The following Parameters:

- Ticket Denominated (E.G. Good for 1 ticket up to $14 in value, single time use)
- Dollar Denominated (E.G. Good for up to $25 in value)
- Activated or Un-activated Codes with Data Capture (I.E. fill out survey to trigger code activation)
- Movie specific
- Theatre specific
- Geo specific
- Rating level specific
- Date / Day specific
- Time specific

Convenient Code Distribution Methods:

- Email
- Online
- SMS Text
- Cookied Ad Units
- In pack / On pack
- Printed Store Register Receipt
- Facebook / Twitter
- Physical card
Promotional Code Pricing Options

Fixed Pricing

• Client pays a single fixed-price per code purchased from Fandango, and doesn’t have to worry about paying more later based on redemptions. Great for staying within a fixed promotional budget!

• Minimum Order Quantity of 500 codes required.

Redemption-Based Pricing

• Cost is variable based on actual redemption costs. If client buys 10,000 codes with maximum value of $15, but only 5,000 are redeemed at an average cost of $13 including Fandango’s standard online service charge, the client only pays for the actual code redemption costs (i.e., in this example, $65,000 (5K*$13)), plus Fandango’s nominal set-up fee and redemption fee. The client gets the benefit of any breakage.

• Final Cost is determined by actual code redemption costs.

• Minimum order quantity of 5,000 codes required.
**Concept:** Buy qualifying DVD’s or Blue-ray discs and receive $10 Fandango Cash to see American Reunion.

**How it Works:** Unique codes distributed in-pack and online after purchase of qualifying DVD and Blu-ray discs. Consumers are directed to a custom web-site where they are required to enter their code and answer survey questions to activate their code, which is valid only for American Reunion (movie restricted code.)

**Re-Marketing:** As part of the survey, consumers will be able to opt-in to future marketing messages and promotions, and the data is made available to the studio.
Promo Code Case Study: Tower Heist Fee Free

Offer Details:

Buy up to 4 tickets to Tower Heist opening weekend and have the convenience fees waived!

Distribution:

Cookied ad units on fandango.com leading to branded landing page where consumers could redeem the special offer.
Promo Code Case Study: Brisk Tea Star Wars In-Store

Details:
Brisk Tea in-store promotion. Buy Three Jugs of Brisk drink in new 128oz size and receive a free ticket to Star Wars Episode 1 in 3D.

Distribution:
Fandango movie codes distributed on cash register receipt and tickets redeemed through customized landing page.
Promo Code Case Study: Wendy’s

**Goal:** Increase awareness and create buzz for the debut of the new “W” hamburger. Wendy’s went through a menu change and corporate re-brand and used Fandango advertising and promo codes as part of the global media buy.

**Distribution:** Click-thru ad units were placed on Fandango.com and Movies.com, and the deal was supported with Facebook and Twitter posts.

**Results:** Over 7,000 free movie promo codes were redeemed in less than 7 days.
**Goal:** To drive awareness and engagement with a new feature available in Window7/ie9 (pinning).

**Distribution:** Fandango Promo Codes were used as an incentive for engagement. They were distributed as invisible codes through a custom landing page.

**Results:** Microsoft saw an increase in browser share on Fandango post campaign. With <60% redemption they beat their CPA goals and just under 20,000 codes were distributed.
Promo Code Case Study: Viggle Rewards

Concept:

Viggle is a loyalty program for television that gives people real rewards for checking into the television shows they’re watching. Currently available for Apple iPhone®, iPad® and iPod touch®, Viggle automatically identifies what television shows its users are watching and awards them points when they check-in. Viggle users can redeem their points in the app’s rewards catalogue for items such as movie tickets, music, gift cards and much more.

Distribution:

Fandango is among the leading brands that users can select from and receive digital codes in real time.
Promo Code Case Study: People Magazine Incentive

Details:

• Incentivize consumers to renew People Magazine subscription by offering 2 free Fandango movie tickets.

Distribution:

• Once paid renewal has been validated, subscriber is instantly sent a two-ticket Fandango code valid at any of our theater’s. To date, thousand of codes have been distributed as part of this program.
Fandango is the Provider of Choice for Daily Deal Sites!

- We’ve sold millions of promo codes to dozens of Daily Deal sites for one simple reason...we move the needle!
- Movie tickets are an excellent “viral” customer acquisition tool due to the mass appeal of movies and the low price-point.
- Great for customer acquisition and activation--turning subscribers into buyers.
- Consumers know and trust Fandango, and many are already Fandango customers familiar with our online/mobile ticketing process.
- User Friendly: simple, secure and convenient online/mobile redemption.
Promo Code Case Study: Living Social

- The Offer: 2 Fandango movie tickets, up to $30 in value, for only $9!
- Deal exploded within hours after going viral with over 43,000 Facebook shares and sold out at 1 million codes in less than 3 days.
Promo Code Case Study: Groupon

- The Offer: 1 Ticket, Up to $12 in value, for $4.

- In addition to their own advertising promoting the deal, they also targeted Fandango’s 9 Million member email database with a standalone email, as well as Fandango’s Facebook and Twitter assets to acquire new customers.

- Over 600,000 tickets sold!
Promo Code Case Study: Axe / P.F. Chang’s

Offer Details:

**Axe:** Buy $15 worth of specially marked Axe products at participating locations, and receive 2 free movie tickets.

**P.F. Chang’s:** Buy 2 P.F. Chang’s Home Menu meals at participating grocery stores, and receive 2 free movie tickets.

Distribution:
Fandango Promo Codes were distributed on store receipts via Catalina prints at checkout. Codes were activated and redeemed online through a custom online landing page.
Promo Code Case Study:  Green Lantern Retail Promotion

Details:
Specially marked Doritos products were part of a tie-in with a Green Lantern movie giveaway.

Distribution:
Fandango movie tickets were part of an on-pack prize. Consumer texts in to see if they’ve won 2 free Fandango movie tickets. Once they received their code, ticket redemption occurred through a customized landing page.
Offer Details:
Purchase 10 General Mills products at participating retail locations, and receive 2 free movie tickets to see The Dark Knight.

Distribution:
Fandango Promo Codes were given to customers at check-out via cash register receipt prints. Promotion also included in-store marketing collateral, FSI and circular advertisements.
We Look Forward to Working with You on Your Promotion!

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