



**Use your Visa Debit Card to buy Movie Tickets on
Bookmyshow.com for just Re 1
~Visa Debit and Bookmyshow.com associate to give their customers this
exclusive offer ~**

Mumbai, July 26, 2010: Bookmyshow.com, India's largest entertainment ticketing website, today announced that customers can now buy movie tickets through their website for just Re. 1. Bookmyshow.com has tied up with Visa to provide its customers with this exciting new offer. From now, up to December 31, 2010, the first 200 tickets can be purchased everyday using Visa Debit cards under the Re. 1 offer. Not just that, 2000 tickets following those 200 transactions each day, will be sold at a 20% discount.

Movies and Cricket are a passion in our country. The Re. 1 offer gratifies the Visa Debit Card users, giving them added value for the buck spent. There is also the second offer of 20% off on movie tickets, in case they miss the bus with the first one.

According to **Ashish Hemrajani, Founder - CEO, Bigtree Entertainment,** "Bookmyshow.com is pleased to provide its esteemed customers with such an excellent offer on movie tickets. Bookmyshow.com has been the pioneer in online ticketing in the country and our major strengths include our technological prowess and innovative offers, coupled with hassle free ticketing. With the loyalty Bookmyshow.com has garnered in the online entertainment ticketing space, this association with Visa is a perfect fit. This Re. 1 offer will be beneficial to both film makers and movie buffs and will ensure delight for Bookmyshow customers and Visa debit cardholders."

Details about the offer are available at <http://in.bookmyshow.com/offers/visa>.

Statistics indicate that 75% of all cinema tickets sold online are booked on Bookmyshow.com, resulting in sales of over 650,000 tickets, with customer spends of over Rs.100 million, on an average every month. Bookmyshow.com has ticketed for over 750 screens across 86 cities and has partnerships with all major Indian production houses and studios with real time ticketing for most major cinema chains.

Bookmyshow.com has also ticketed over 1,500 plays online and is the exclusive and permanent ticketing partners for major theatre venues across cities like NCPA, Prithvi etc. With more than 20 million page views per month, Bookmyshow.com has ticketed for more than 300 live large format events and sporting events such as Commonwealth Asian Badminton Championship, city Marathons, etc. Bookmyshow.com was also the exclusive ticketing partners for Mumbai Indians and Kings XI Punjab and the official online ticketing partners for the Delhi Dare Devils this season.

About Bookmyshow.com:

Bookmyshow.com is India's largest e ticketing website and holds a 90% market share in the online entertainment ticketing space, being the only destination for movie and non-movie options. Today with offices in India and New Zealand, www.bookmyshow.com aims to present their clientele with endless options to purchase e tickets for their favourite concert, movie, plays, stand up acts, sports and more. The transaction, secure and quick, can be via the internet, mobile application, on the WAP or the call center (39895050). www.bookmyshow.com also has an interactive Facebook fan page where followers constantly discuss their experience on the ticket booking portal along with personal movie reviews and avail to offers.

For further information, please contact:

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