

Surftix.com



Your Ticket Inside Events Worldwide

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THE SURFTIX WAVE

Over 75 years of Quality in Hospitality-Based Entertainment Ticketing

EXTRA! EXTRA! READ ALL ABOUT IT!

Surftix History

Our Company's success has been driven by its rich history.

At Surftix.com we believe in order to move into our future we need to understand our past...



A. Arthur Radler, Hotel Taft Newsstand Circa 1940

PERSON TO PERSON HOSPITALITY

(1927 – 1960)

A. Arthur Radler, an agricultural scientist and plastics engineer opens his first newsstand in the lobby of the **Hotel Taft** in Times Square, New York City and incorporates as "**Taft Newsstand Company.**"

Obtains license to operate New York City ticket brokerage and establishes relations with New York theatre owners and producers, as well as major sports venues and other cultural attractions. The division is named "**Taft Theatre Ticket Service.**"

A. Arthur Radler, with his three sons, Edward, Carl and Franklin, establishes several additional hotel locations throughout New York City.

FORGING GLOBAL RELATIONS

(1961-1975)

The Radler Boys land exclusive contract with Bob and Larry Tisch of **Loews Hotels** to provide Theatre and Event Tickets, Tours and Travel at the brand new, 50 story tall, world class convention hotel complex known as "**The Americana Hotel and Towers**" and "**The City Squire Hotel.**" Both are on famed Seventh Avenue, in the heart of the Broadway Theatre District.

Corporate name is changed to **Theatre Service Americana, Inc.**

Establishes secondary business, **Americana Tours and Travel** to provide complete tourist services including airline & rail ticketing, ground transportation, city sightseeing tours and communications (telegrams) for world travelers.

Establishes reputation as the most respected ticket agency in New York City. New York Governor Nelson Rockefeller appoints Carl Radler to his Committee on Tourism within the New York State Department of Commerce. Comprised of leaders from the tourism community, and commanded by the renowned graphic artist Milton Glaser, the group is credited for creating the world famous **I♥NY** marketing campaign, slogan and logo. Company is named Official Theatre Ticket Agency of the **I♥NY** campaign. For more than 30 years and still counting, the **I♥NY** campaign continues to produce substantial results as a destination identifier.

PIONEERING THROUGH TECHNOLOGY

(1976 – 1990)

Establishes the first credit card based direct mail campaign with **American Express** to promote preferred card member access to entertainment tickets.

Lands exclusive contract with **IBM** to supply tickets over their intranet, the largest of its kind.

Lands exclusive vendor license on the **American Airlines** Global Distribution System known as **Sabre**, a joint venture between **IBM** and **American Airlines**. The **Sabre** system is the world's first and largest private real-time data processing system, second only to the U.S. Government's mainframe.

Lands contracts with four additional airline based computerized global distribution systems including **United's APOLLO**, **Delta's "Datas II"**, **Eastern's "System One"** and **TWA's worldspan**.

Represents New York City entertainment at worldwide travel tradeshow in Europe, Asia, South America, Central America and all across North America. More than 225,000 travel agents around the globe become expert sales agents of **Theatre Service Americana**.

The company lands exclusive license to open ticket office in the newly completed **Marriott New York Marquis**.

The **Marriott New York Marquis** would rise to be regarded as one of the most successful hotel products on the planet.

Company expands offerings to include Las Vegas and London.

Radler Travel Services Inc. is launched to further enhance our distinction by including a variety of offerings. Our companies are now known as "the most complete in-house, New York City destination services company."



Main Lobby, Marriott New York Marquis

Company establishes 210 satellite sales offices throughout Japan in a strategic partnership with Japan Travel Bureau International, **JTB**, enabling ticketing services for more than 25,000 Japanese travelers to New York and Las Vegas per year.

PERSONAL PLANNING FOR ALL

(1991 - 2000)

Company launches **AMERICANATICKETS.COM**, the first internet site to offer complete New York, London, and Las Vegas theatre and event ticket booking capabilities via the World Wide Web.

Jonathan Radler, grandson of founder A. Arthur Radler is named President. Carl Radler is named Chairman of the Board.

Company establishes relations with strategically placed Domestic and International Ticket Brokers in order to promote, "**ALL EVENTS WORLDWIDE.**"

(2001- Present)

Company builds state-of-the-art headquarters at the crossroads of the world, Times Square, 45th Street and Broadway.

Formation and launch of **Surftix.com**, the next wave from the leaders in hospitality-based worldwide entertainment ticketing.

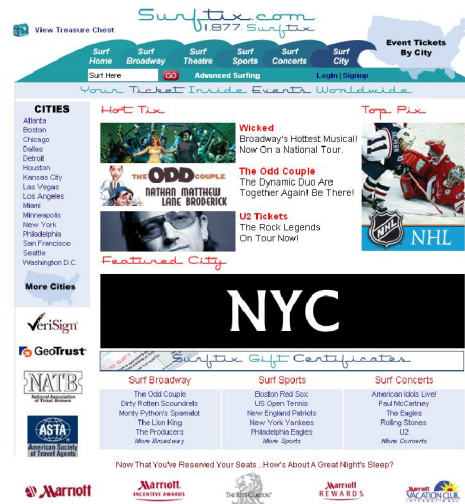
Celebrates 20 years at the **Marriott New York Marquis**.

ABOUT THE SURF

Mission Statement: To creatively connect people with entertainment events at destinations worldwide. To combine the latest technologies with "Good Old-Fashioned" personal service, in order to meet the needs and exceed the expectations of today's sophisticated consumer.

- More than 75 Years in the Hospitality Business
- Over 16.5 Million Tickets Sold
- No. 1 Event Ticket Agency in the No. 1 Entertainment Market (NYC)
- Access To More than 1,250,000 Tickets
- Offering More than 10,000 Events Worldwide
- Expert Staff

SurfTix.com is a leading worldwide hospitality-based entertainment ticketing company. Our reputation for superior customer service rises out of a long **tradition** that started with A. Arthur Radler's simple philosophy, "Provide the traveler with honest information and an extraordinary level of comfort, and they will become your promoter." The core values established by the Radler family over 75 years ago have served our company well and will continue to guide our growth into the future.



SurfTix.com offers **preferred access** to all events and venues across the nation and around the globe. Our headquarters is centrally located in Times Square, New York City (Regional branches are in development in various locations including Los Angeles, Las Vegas, and Miami to name a few).

SurfTix.com brings its over 75 years of ticketing experience to the high-tech world of the internet. Driven by technology and fully supported by highly knowledgeable entertainment specialists, we offer more than just tickets; we offer a level of **service and expertise** that is incomparable. Whatever your needs, a night on Broadway, a Corporate Incentive Program for your employees, or Live Entertainment Awards for your best clients, we provide a quality service which is second to none.

SURFTIX NETWORK

The **SurfTix** Network of broker professionals consists of one hundred plus individual companies who are expert in their marketplace.

As the primary New York event ticket supplier, **AMERICANATICKETS**NY maintains a leadership role in the continued development and respectability of the network. All network participants voluntarily uphold a code of ethics as prescribed and enforced by the National Association of Ticket Brokers **NATB**. In order to maintain membership, participants must conform to a lengthy code of regulations including but not limited to proper licensing, a staffed office address and posted policies pertaining to all issues related to ticket sales encompassing consumer protection laws and the like. Network participants all share in a collective and rather substantial risk position by holding in excess of \$100,000,000.00 in inventory for more than 10,000 events at any one time.

