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FOR IMMEDIATE RELEASE

**Showbiz International and Lexus Australia,
Driving Exclusive Entertainment for Lexus Customers**

Showbiz International has been appointed by Lexus Australia to deliver a premium entertainment ticketing program - **Lexus Premium Ticketing** - exclusive to Lexus owners as part of the newly launched Lexus Encore Privileges programme.

Showbiz, the Australian leader in entertainment packaging offers a unique range of exclusive entertainment experiences and packages including **VIP & Encore Class®**, **Stay & See®** and **Dinner & Show** and creates partnerships to offer consumers exclusive access to premium entertainment.

The latest Showbiz partnership with Lexus - **Lexus Premium Ticketing** - continues Showbiz' success in creating premium partnerships and supporting major rewards programs with other industry and market leaders to deliver excellence in entertainment.

John Roca - Lexus Chief Executive said, *'the customer is at the heart of everything we do at Lexus and the Encore Privileges Programme is a clear demonstration of this commitment. Lexus has always been recognised as the leader in providing customer benefits within the luxury car market and this new initiative with Showbiz ensures we will continue to lead. It's just another example of how we pursue perfection.'*

The Lexus Encore Privileges programme takes owning a Lexus to even more pleasurable heights. It has been designed as a complementary service for Lexus owners (*conditions apply*) and offers multiple benefits including complementary roadside assistance, seamless servicing of Lexus vehicles for the duration of the warranty period and exclusive access to premium entertainment online at **lexus.com.au**

The launch of the innovative partnership between Lexus and Showbiz is integral to the success of the Lexus Encore Privileges programme offering owners exclusive online bookings, premium tickets and pre-sale opportunities for live shows throughout Australia.

Members of the Lexus Encore Privileges programme will be among the first to be offered the opportunity to wait-list and pre-purchase premium seats for upcoming concerts and productions of live entertainment anywhere in Australia.

'Our new partnership with Lexus, the multi award winning prestige car manufacturer recognised globally for excellence, luxury, innovation, design, style and superior quality, is a perfect fit with the Showbiz brand,' said Showbiz Chief Executive Craig McMaster.

'Showbiz is extremely proud to align our brand with this market leader to offer prestige business class quality products and services in live entertainment to an audience who expects only the best,' McMaster said.

Showbiz - When You Want A Life That's LIVE! www.showbiz.com.au
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