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FOR IMMEDIATE RELEASE

Qantas Frequent Flyers Can Now Redeem Their Points For Tickets to Exclusive Qantas Box Office Shows & Events!

Qantas and Showbiz International, the operator of Qantas Box Office, today announced a first in Australian entertainment ticketing.

Over 3.2 million Qantas Frequent Flyer members now have the ability to redeem their points for tickets to selected Australian shows and premium events through the Qantas Frequent Flyer Store.

Showbiz International Chief Executive Officer, Craig McMaster said, "The Qantas Frequent Flyer program has continued to evolve and lead the loyalty market in Australia. The addition of Qantas Box Office tickets to the Qantas Frequent Flyer Store again show's the program's capacity to innovate."

The Qantas/Showbiz partnership that launched Qantas Box Office online (www.qantasboxoffice.com.au) in 2001, was one of the first of its kind for exclusive ticketing in Australia for loyalty programs.

McMaster added "Showbiz is extremely proud of our longstanding relationship with Qantas."

This new development follows the recent integration of Qantas Box Office booking facility into qantas.com, providing Qantas customers around the world with easy access to premium and packaged entertainment .

Qantas Box Office offers Qantas Frequent Flyer members access to sponsorship offers and presale tickets, premium seats and exclusive ticket packages. Bookings made through Qantas Box Office earn members two Qantas Frequent Flyer points per dollar spent.

Current exclusive opportunities include access to 'A' reserve tickets to a preview performance of **Jersey Boys** on Tuesday June 23 2009 at the Princess Theatre, Melbourne. Qantas Frequent Flyer members can access these tickets via Qantas Box Office and earn points or redeem points for the preview via the Qantas Frequent Flyer Store.

For the best seats and best shows in Australia, BOOK NOW at www.qantasboxoffice.com.au Showbiz – When you want a Life that's LIVE!

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