

E-TICKETING OVERVIEW

The move toward e-ticketing is a common trend across venues, and even industries. Levi's® Stadium and the 49ers are focused on utilizing available technology to create a more personal and unique experience for each and every guest.

About 90% of our members have used their account online at Account Manager to manage their season tickets and parking. During the 2014 season, more than 60% of all ticket holders regularly utilized e-ticketing for 49ers games, and two-thirds of members chose to wait until 72 hours prior to each game to print or transfer tickets and parking. And, most recently in May of this year, e-ticketing was exclusively used at the 49ers Draft Bash presented by Bud Light with nearly 40% of guests choosing to utilize the Levi's® Stadium App for entry.

As custodians of the game day fan experience at Levi's® Stadium, it is incumbent upon us to create the most secure and enjoyable environment as possible for our guests. With that, we believe that knowing more about the identity of the end ticket user and our efforts to track how, where, and when a ticket or parking pass changed hands benefits the greater good in attendance.

The Levi's® Stadium App and online Account Manager platform enable a ticket holder to give tickets – all transfers are free for members – to another person and do so conveniently from a smartphone or home/work computer. With this transition to an electronic experience, we believe we are providing greater security and greater convenience for ticket holders.

The Levi's® Stadium App was designed and introduced to enhance the quality of the game day experience by putting access to exclusive content, information, and purchases right in our guests' hands – a one-stop-shop on game day. The app may be used to get into the parking lots and ticket gates; find your seat or other points of interest in the stadium; watch exclusive replays and get instant stats from the game; preview the location and wait times at concession stands and restrooms; and even order food, drinks, or 49ers merchandise to be delivered to your seat.

2015 E-TICKETING UPDATE

Levi's® Stadium now exclusively features e-ticketing for all 49ers home games. You will now access and manage your game tickets and parking passes directly from your smartphone or personal computer.

THIS MEANS, TRADITIONAL PAPER TICKETS AND PARKING PASSES WILL NO LONGER BE MAILED PRIOR TO THE SEASON. INSTEAD, YOU NOW HAVE THE ABILITY TO ACCESS YOUR TICKETS AND PASSES USING THE LEVI'S® STADIUM APP, OR TO PRINT YOUR TICKETS AND PASSES USING A PERSONAL COMPUTER AND THE ONLINE ACCOUNT MANAGER FEATURE.

NOTE: As an exclusive benefit, all ticket and parking transfers for 49ers games are free for season ticket members.

The ticket and pass printing function will activate starting 72 hours prior to each home game. In the meantime, you have full ability to transfer or resell game tickets and parking. The recipient of a transferred or sold ticket or pass will receive confirmation of the transfer immediately and will be prompted starting 72 hours prior to the game.

If you need service of any kind, please contact us at Go49ers@49ers.com or 415.GO.49ERS during normal business hours.

ACCESSING YOUR TICKETS AND PARKING PASSES VIA MOBILE APP

- 1 Sync your tickets and parking passes with the app. Tap the menu button on the top left corner of your screen and go to "My Profile," then select "Accounts" and select "Levi's® Stadium Tickets."
- 2 Enter your Account Manager credentials by using your account ID or email address along with your password.
- 3 The QR code on your tickets will appear in the app 72 hours prior to the game. As a season ticket member your tickets can be viewed or transferred at any time at no cost.

Red Fold Line Does Not Print - FPO

PRINTING YOUR TICKETS AND PARKING PASSES ONLINE

Print functionality will be enabled 72 hours prior to each home game.

- 1 Access your tickets and parking passes by visiting LevisStadium.com/MyAccount. Login to Account Manager using your account ID or email address along with your password.
- 2 Upon login, select "Manage My Tickets" to view your season tickets and parking passes.
- 3 Select the game and items you wish to print, click the "Print" button, and then select "Continue to Print."
- 4 A PDF of your ticket or parking pass will be generated for you to download and print. Note: Print functionality will be enabled 72 hours prior to each home game. Your tickets can be viewed or transferred, however, at any time at no cost to season ticket members.

TRANSFERRING YOUR TICKETS AND PARKING PASSES

Conveniently transfer tickets to friends and family through the Levi's® Stadium Mobile App or Account Manager at with no cost to season ticket members.

- 1 To transfer tickets from the Levi's® Stadium Mobile App, open the app and select either tickets or parking through the main menu tab.
 - 2 Select the ticket(s) you wish to transfer, scroll down and select "Transfer." When prompted, enter the name and email address of the recipient.
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- 1 To transfer tickets from the online Account Manager visit LevisStadium.com/MyAccount and upon login, select "Manage My Tickets."
 - 2 Select the game and items you wish to transfer, click "Continue to Transfer." When prompted, enter the name and email address of the recipient.

RESELLING YOUR TICKETS AND PARKING PASSES ONLINE

NFL Ticket Exchange is the official secondary market platform for the NFL and its member clubs and is the only site 100% guaranteed by the 49ers.

- 1 Conveniently post your tickets for resale through your online Account Manager. Visit LevisStadium.com/MyAccount and login to Account Manager.
- 2 Upon login, continue to "Manage My Tickets," Select the seats you wish to sell, click the "Post for Resale" button and continue through the listing process.
- 3 For detailed instructions or help, watch the video tutorials on the Account Manager login page. Note: You may post your game tickets and parking for resale using any secondary market ticket platform; however, we encourage you to use NFL Ticket Exchange.

EXCLUSIVE PLAYOFF TICKET OPT-IN FOR SEASON TICKET MEMBERS

As part of an NFL initiative to improve upon the playoff ticket reservation process, you now have the ability to reserve your playoff spot in advance by opting-in for a future purchase.

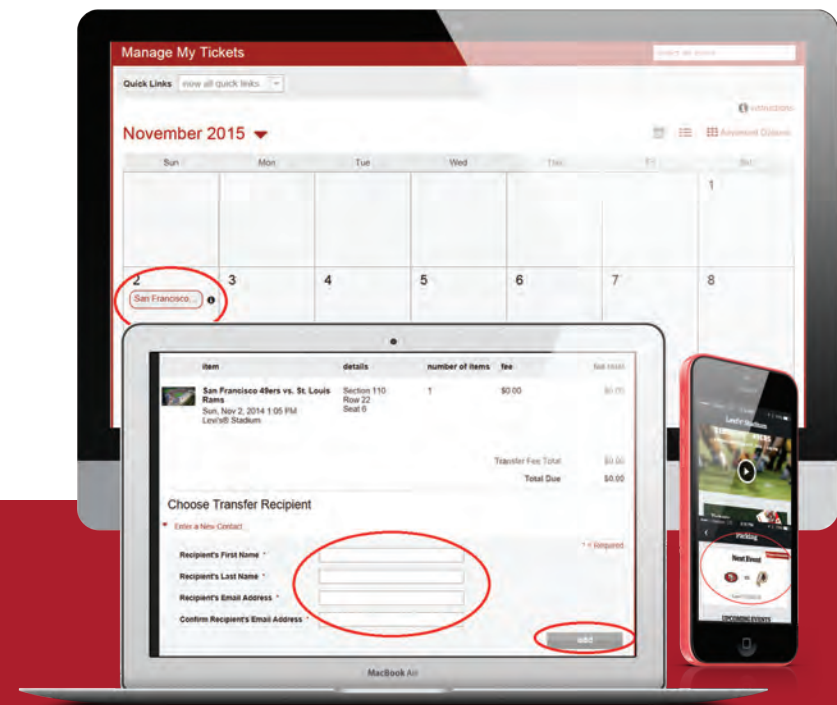
Starting this season, members that opt-in for the playoffs prior to the start of the regular season will lock in Wild Card round pricing at the regular season rate. You can only guarantee this exclusive Wild Card price by reserving your playoff tickets before the start of the regular season.

As in past seasons, you may still choose the "Pay as we Play" option where your credit card will not be charged until the 49ers are certain to host the associated playoff game. The "Pay as we Play" option is only available by you uploading a major credit card on to the account, which authorizes a future purchase.

If you choose the "Pay as we Play" option, a major credit card is required on the account that authorizes the future purchase.

You may opt-in for playoff tickets using your Account Manager at www.LevisStadium.com/MyAccount.

**ALL TUTORIALS
CAN BE VIEWED ONLINE AT
LEVISSTADIUM.COM**



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LEVI'S® STADIUM APP TODAY!**



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**FUN FOR
ALL SEASONS
AT TICKETMASTER.COM**

**NFL TICKET
EXCHANGE**



**BUY & SELL 49ERS TICKETS
at NFLTicketExchange.com**

**HAVE TO MISS A GAME?
THAT'S HARD, BUT SELLING YOUR TICKETS IS EASY.**

- Reach more buyers
- Post at or above face value
- Never deal with ticket delivery

TOGETHER WE MAKE FOOTBALL

