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For immediate release.

CENTER THEATRE GROUP PARTNERS WITH TODAYTIX TO LAUNCH MOBILE LOTTERY IN CELEBRATION OF 50TH ANNIVERSARY

Center Theatre Group has partnered with TodayTix to launch a Mobile Lottery for the Ahmanson 2016/17 Season. In honor of Center Theatre Group's 50th Anniversary, TodayTix will offer \$19.67 lottery tickets all season long at the Ahmanson Theatre to celebrate the year Center Theatre Group was born.

TodayTix will run the Mobile Lottery for Center Theatre Group's 2016/17 Season at the Ahmanson Theatre including the following productions: "A View From the Bridge," "Amelie, A New Musical," "Fun Home," "Into the Woods," "Jersey Boys," and "The Curious Incident of the Dog in the Night-Time."

The daily Mobile Lottery will begin each night at midnight and close five hours before the designated performance. Lottery winners will be notified 3-5 hours prior to the performance and will have 30 minutes to claim and pay for their \$19.67 lottery tickets in-app. Lottery winners will then be able to pick up their tickets from the Box Office beginning one hour prior to the performance.

Mobile Lottery participants must download the TodayTix app from the Apple Store, Google Play Store, or Amazon App Store and enter the Mobile Lottery in-app to win up to two tickets. The lottery ticket locations will be best available in a premium seating section. Winners and non-winners will receive confirmation emails, and non-winners will be encouraged to enter future lotteries or purchase non-lottery tickets at an exclusive discount.

The Mobile Lottery launched September 22 for the Friday evening performance of "A View From the Bridge" and runs through the final performance of the Ahmanson 2016/17 Season. The Mobile Lottery will exclude all matinee performances.

"Center Theatre Group is thrilled to partner with TodayTix for our 50th anniversary season," said Deborah Warren, Center Theatre Group's Director of Marketing, "We hope that this enables more people to experience the incredible productions we have coming up at the Ahmanson Theatre – including six award-winning new plays, musicals, and beloved classics."

"We're honored to launch this partnership and celebrate a fantastic 50th season at Center Theatre Group," said Brian Fenty, co-founder and Executive Chairman at TodayTix, "After 50 years of invaluable artistic contributions to Los Angeles and the theatre

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community at large, we're proud to join forces and make this anniversary season accessible to new audiences through the Mobile Lottery."

Center Theatre Group, one of the nation's preeminent arts and cultural organizations, is Los Angeles' leading nonprofit theatre company, programming seasons at the 736-seat Mark Taper Forum and 1600 to 2000-seat Ahmanson Theatre at The Music Center in Downtown Los Angeles, and the 317-seat Kirk Douglas Theatre in Culver City. In addition to presenting and producing the broadest range of theatrical entertainment in the country, Center Theatre Group is one of the nation's leading producers of ambitious new works through commissions and world premiere productions and a leader in interactive community engagement and education programs that reach across generations, demographics and circumstance to serve Los Angeles.

TodayTix is the first and only free mobile app for iOS and Android that provides access to the best prices on last minute theater tickets, booked same-day or within a week's time. Operating in the world's most iconic theater markets, TodayTix secures the best discounted and full price tickets available for the hottest shows in Los Angeles, New York City, London's West End, the San Francisco Bay Area, Washington DC, Chicago, Boston and Connecticut. To learn more, please visit www.TodayTix.com or download TodayTix for iOS, Android and Amazon devices.

For further information about Center Theatre Group's TodayTix Mobile Lottery, please call (213) 628-2772 or visit www.CenterTheatreGroup.org. The Ahmanson Theatre is located at the Music Center, 135 N. Grand Avenue in Downtown L.A. 90012.

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