1. Introduction

The 2010 FIFA World Cup™

The 2010 FIFA World Cup™ will be held from 11 June to 11 July 2010 and will consist of 64 matches scheduled to be played in 10 venues located in 9 host cities. Thirty Two Member Associations will participate and there will be approximately three million tickets available for purchase for the 64 matches.

The Ticketing Policy for FIFA’s flagship competition has been drawn up with the determination to ensure that the 2010 FIFA World Cup™ is accessible to all football fans across the world, and in particular those in South Africa.

This Media Information Brief was produced by FIFA in order to provide the media with the relevant information regarding FIFA ticket sales distribution plans for the 2010 FIFA World Cup™.

Bodies and entities involved in the Ticketing Operations

The FIFA Ticketing Sub Committee chaired by Mr. David Will, FIFA Honorary Vice-President, is responsible for the development of the FIFA Ticketing Policy.

The FIFA World Cup Ticketing Centre (FWCTC) is responsible for handling the ticketing requirements of the domestic and international general public and will provide ticketing services required for all ticket customers, including ticket services management, ticket ordering, ticketing, and the seat assignment. The FIFA Medical Assessment Committee (FMAC), the professional services company appointed by FIFA to provide exception ticketing operations and systems solutions to FIFA for the 2010 FIFA World Cup™.

For the 2010 FIFA World Cup™, FIFA has set up the company 2010 FIFA World Cup Ticketing (Pty) Ltd as the principal for all ticket sales.

The FIFA ticketing operation will be supported by the 2010 FIFA World Cup Organising Committee South Africa (OCOIS).
2. Ticket Information

2.1 Total Number of Tickets

2.1.1 Gross Capacity

The Gross Capacity for each of the 10 Venues is not yet final. However, based on the anticipated Gross Capacities for the 10 Venues and the Match Calendar, the Gross Capacity is currently estimated at 5,707,941 seats. This estimated Gross Capacity for each Venue is as follows:

<table>
<thead>
<tr>
<th>Stadium</th>
<th>Gross Capacity*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soccer City</td>
<td>60,324</td>
</tr>
<tr>
<td>Ellis Park</td>
<td>61,329</td>
</tr>
<tr>
<td>Green Point</td>
<td>64,684</td>
</tr>
<tr>
<td>Durban</td>
<td>70,774</td>
</tr>
<tr>
<td>Loftus Versfeld</td>
<td>49,940</td>
</tr>
<tr>
<td>Royal Bafokeng</td>
<td>44,589</td>
</tr>
<tr>
<td>Free State</td>
<td>45,739</td>
</tr>
<tr>
<td>Mbombela Stadium</td>
<td>44,101</td>
</tr>
<tr>
<td>Peter Mokaba</td>
<td>45,353</td>
</tr>
<tr>
<td>Nelson Mandela Bay</td>
<td>45,257</td>
</tr>
</tbody>
</table>

* Subject to change.

2.1.2 Seating Capacity

The total Seating Capacity is calculated by deducting the Contingency Reserves from the Gross Capacity. The total Seating Capacity is currently estimated at 5,355,192 Seats (95.59% of Gross Capacity).

The Seating Capacity is comprised of the following:

- 194,644 Complimentary Tickets, the majority of which are the 120,000 Category 4 Tickets reserved for the 2010 FIFA World Cup Ticket Holders and members of the public squad in South Africa.
- The Media Tribune, which has not yet been configured for all 64 matches. At this stage, FIFA has reserved a total of 3,200 complimentary seats to accommodate the TV / Radio commentary positions, the press desks and the Observer and Photographer Seats.
- The VIP Tribune, which has not yet been configured for all 64 matches. At this stage, FIFA has reserved a total of 41,260 complimentary seats for the VIP Tribune.
- The Purchasable Tickets (see Section 2.1.3 below).

2.1.3 Purchasable Tickets

The total number of Purchasable Tickets is calculated by deducting the Complimentary Tickets, the VIP Tribune and the Media Tribune from the Seating Capacity and is currently estimated at 3,239,077 tickets (81.86% of the Gross Capacity).

The Purchasable Tickets are reserved for Customer Groups for whom certain ticket quotas have been allocated and for the general public. A number of Customer Groups have been granted the option to purchase tickets. There is a further option to purchase tickets at either the FIFA Ticketing Regulations or the contractual arrangements between FIFA and certain Customer Groups.

2.1.3.1 Customer Groups which Acquire Ticket Purchase Rights

The following Purchasable Tickets have been reserved for Customer Groups that have or will acquire the option to purchase tickets:

<table>
<thead>
<tr>
<th>Customer Groups Who Acquire the Option to Purchase Tickets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Affiliates</td>
</tr>
<tr>
<td>Hospitality Holder</td>
</tr>
<tr>
<td>Broadcast Partners</td>
</tr>
<tr>
<td>FIFA World Cup Organisers</td>
</tr>
</tbody>
</table>

Commercial Affiliates

A total of 158,105 Purchasable Tickets are allocated to the Commercial Affiliates.

These Commercial Affiliates historically use approximately 80% of the tickets they purchase for commercial promotions whereas the remaining 20% is allocated to the general public.

The Hospitality Rights Holder

65,000 Purchasable Tickets are allocated to the Hospitality Rights Holder including all 180,000 Sky Box Seats and 159,036 Category 1 Seats.

Broadcast Partners

66,140 Purchasable Tickets are allocated to the Broadcast Partners.

Any tickets that have been reserved for the Commercial Affiliates, the Hospitality Rights Holder and Broadcast Partners which are ultimately not purchased by them will be sold as a result of the domestic and international media sales channels.
2. Ticket Information

2.1.3.2. Customer Groups which have been granted Ticket Purchase Options

The following table shows the customer groups that have been granted the option to purchase tickets.

<table>
<thead>
<tr>
<th>Customer Group</th>
<th>Option to Purchase Tickets</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIFA</td>
<td>Yes</td>
</tr>
<tr>
<td>OC</td>
<td>Yes</td>
</tr>
<tr>
<td>PQA</td>
<td>Yes</td>
</tr>
</tbody>
</table>

FIFA 2010 Participable Tickets have been allocated to FIFA for the Non-Participating Member Associations, the Continental Confederations, and other FIFA Customer Groups.

The Organising Committee

36,002 Participable Tickets have been allocated to the OC in order to give access to tickets on a participable basis to National, Provincial, and Municipal Government guests and other OC participating organisations.

The Participating Member Associations Football Family

29,460 Participable Tickets have been allocated to the participating national football associations within the FIFA Participating Member Associations Programme. This allocation consists of 700 tickets per FIFA participating association for all matches played at the stadium and are intended to accommodate the FIFA officials and guests.

2.1.3.3. General Public Allocations

The Initial General Public Allocations (participable tickets) consists of 1,856,124 tickets (96% of all Participable Tickets). These tickets are available in four ticket categories (except for Sky Box Seats).

The Initial General Public Allocations consists of: a) the Domestic and International General Public Allocation by the FIFA Supporter Programme, and b) the Tour Operator Programme Allocation.

General Public Ticket Allocations:

- Domestic & International General Public: 718,605
- OC: 1,152,519
- PQA: 12,000

Total: 1,856,124

2.3. Ticket Categories

There will be four ticket categories for the 2010 FIFA World Cup™. Each stadium will be configured differently and may restrict general admission to events.

- Sky Box Seats: Ticket for Category 1. This is the ticket for the event.
- Sky Box Seats: Ticket for Category 2. This is the ticket for the event.
- Sky Box Seats: Ticket for Category 3. This is the ticket for the event.
- Sky Box Seats: Ticket for Category 4. This is the ticket for the event.

Each stadium is configured differently, therefore the general rules should not be considered definitive in each circumstance.

Sponsor tickets will be part of the Official Hospitality Program.

2.2. Ticket Products

There are two types of ticket products available for the 2010 FIFA World Cup™:

- Individual Match Tickets are tickets for a specific match and are only valid for the match on the ticket.
- Team Specific Tickets (TSTs) are ticket strips that follow the natural team of the customer's choice. Depending on which TST Series is applied, the TST Series may include between 2 and 7 matches (TST: 3, TST: 5, TST: 6, TST: 7).

The tickets the customer receives depend on the TST Series purchased and the participation of the team of the customer's choice through the various stages of the 2010 FIFA World Cup™.
2. Ticket Information

2.4 Ticket Prices

For 2010 FIFA World Cup™ tickets are priced in USD, but members of the general public who are resident in South Africa will be asked to pay for their tickets in South African Rand (ZAR).

With regard to the implementation of the decision, it was decided by FIFA and the LOC to apply a fixed exchange rate of 7 ZAR to 1 USD in order to apply a constant price throughout for tickets to members of the general public who reside in South Africa. Although the exchange rate was close to the prevailing exchange rate at the time the decision was taken, since the decision was taken the ZAR has strengthened against the USD and therefore currently the amount payable by members of the general public who reside in South Africa is less than the amount their would have needed to ZARs to pay for tickets in USD; i.e., before the decision was taken to accept payment in ZARs from residents of South Africa.

The most affordable ticket category is Category 4, and Category 4 tickets are reserved exclusively for residents of South Africa. The ticket category was priced at a particularly low level in order to ensure that people living in South Africa who would not ordinarily be able to afford a ticket to attend a FIFA World Cup™ match have the chance to do so.

### Individual Match Ticket Prices

<table>
<thead>
<tr>
<th>Match Location</th>
<th>CAT 1</th>
<th>CAT 2</th>
<th>CAT 3</th>
<th>CAT 4</th>
<th>CAT 5</th>
<th>CAT 6</th>
<th>CAT 7</th>
<th>CAT 8</th>
<th>CAT 9</th>
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</table>

### Prices in South African Rand for Individual Tickets

<table>
<thead>
<tr>
<th>Match Location</th>
<th>CAT 1</th>
<th>CAT 2</th>
<th>CAT 3</th>
<th>CAT 4</th>
<th>CAT 5</th>
<th>CAT 6</th>
<th>CAT 7</th>
<th>CAT 8</th>
<th>CAT 9</th>
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</tbody>
</table>

### Team Specific Ticket Series Prices

<table>
<thead>
<tr>
<th>Team Specific</th>
<th>Price in USD</th>
<th>Category 3</th>
<th>Category 4</th>
<th>Category 5</th>
<th>Category 6</th>
<th>Category 7</th>
<th>Category 8</th>
<th>Category 9</th>
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</table>

### Prices in South African Rand for TST Series

<table>
<thead>
<tr>
<th>Team Specific</th>
<th>Price in ZAR</th>
<th>Category 3</th>
<th>Category 4</th>
<th>Category 5</th>
<th>Category 6</th>
<th>Category 7</th>
<th>Category 8</th>
<th>Category 9</th>
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### Opening Match Premiums

The Face Price of tickets to the Opening Match of the 2010 FIFA World Cup™, which will include the Opening Ceremony, is higher than the Face Price at tickets for other Group Matches, and therefore an Opening Match premium will be added to the ticket price such that the purchase’s choice be direct. The price list below shows the prices for TST Series for South Africa and Team A2.

### TST Series Prices for South Africa and Team A2

<table>
<thead>
<tr>
<th>Team Specific</th>
<th>Price in USD</th>
<th>Category 3</th>
<th>Category 4</th>
<th>Category 5</th>
<th>Category 6</th>
<th>Category 7</th>
<th>Category 8</th>
<th>Category 9</th>
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</tbody>
</table>

### Prices in South African Rand for TST Series

<table>
<thead>
<tr>
<th>Team Specific</th>
<th>Price in ZAR</th>
<th>Category 3</th>
<th>Category 4</th>
<th>Category 5</th>
<th>Category 6</th>
<th>Category 7</th>
<th>Category 8</th>
<th>Category 9</th>
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</tr>
</tbody>
</table>
3. Ticket Application and Purchase

3.1 Ticket Application Procedures

There are two pathways through which members of the general public may apply for tickets
directly to FIFA:

1) via the internet (www.FIFA.com)
2) via paper Ticket Application Form.

- www.FIFA.com:
  - Ticket applicants are first invited to join the FIFA Club on www.FIFA.com
  - Once registered, ticket applicants may then submit a ticket application.
  - Upon submission of the completed application, ticket applicants may be asked to return
    to www.FIFA.com to confirm their payment details.
  - Successful ticket applicants will then collect their tickets from any one of the FIFA Venue
    Ticketing Centres in South Africa, using the payment card registered in their account.

The FIFA Venue Ticketing Centres will be open and ready for ticket collections in April 2010.

Random Selection Draw

First Come First Served

Paper Ticket Application Form:

- Paper Ticket Application Forms shall be
  available for collection from any one
  of the FIFA-branded Service Points
  located across South Africa from 20 February 2010.

- Ticket applicants will be required to read
  and complete the paper Ticket Application
  Form and to return it to an FIFA branch for
  processing by an FIFA Telemarketer.

- Upon submission of the completed paper
  Ticket Application Form, ticket applicants
  will be required to lodge funds equal to the
  value of all tickets requested in the ticket
  application onto an FIFA Venue Official Match
  Pin-Up Card.

- Ticket applicants will be presented with a
  FIFA Venue Official Match Pin-Up Card.

- Payment for successful or partially successful
  ticket applications will be drawn from the
  FIFA Venue Official Match Pin-Up Card
  and the ticket applicant shall be notified by the
  FIFA World Cup™ Ticketing Centre via SMS on
  their cell phone.

- Beginning in April 2010, successful ticket
  applicants shall be able to collect the tickets
  from any one of the FIFA Venue Ticketing
  Centres located across South Africa.

- There will be FIFA Venue Ticketing Centres
  operated by MATCH located in all Host
  Cities.
3. Ticket Application and Purchase

3.2 Sales Phases and Key Dates

There are 3 types of sales phases for the 2010 FIFA World Cup™: those where ticket applications are entered into a random selection draw for over-subscribed tickets, those processed on a first-come-first-served basis, and the ticket in situ sales phase. The reason for having different types of sales phases is the varying demand and anticipated availability of tickets at different stages in the life cycle of the ticket sales process.

The Random Selection Draw Sales Phase

During the Random Selection Draw Sales Phase, all valid ticket applications received will be assigned an equal chance of success regardless of whether they are received at the start or the end of the sales phase. Once the sales phase is closed all ticket applications for over-subscribed individual match tickets of each specified ticket type will be put into a random selection draw to ensure that all fans have an equal chance of being successful.

Once the Random Selection Draw has taken place, all ticket applicants will be contacted to inform them whether or not they were successful.

First-Come, First-Served Sales Phases

These sales phases typically follow a Random Selection Draw Sales Phase and the tickets available for sale are those that remain undistributed by other Customer Groups.

During the First-Come, First-Served Sales Phase, all valid applications are processed according to the order in which they were received and subject to availability. This is not an instant process because fans need to collect the paper Ticket Application Form in order to ensure a responsible right of access to spectators.

Once the ticket applicants have been processed, the ticket applicant will be contacted to confirm whether or not they were successful.

Last Minute Sales Phase

During the Last Minute Sales Phase, all ticket applications received via www.FIFA.com or by paper Ticket Application Form are processed immediately on the first-come, first-served basis. Due to the immediate nature of the transaction, the paper Ticket Application Form process will be supported with an online counterpart ticket sale solution.

It is important to note that FIFA does not accept a significant number of tickets to be available for sale during the Last Minute Sales Phase. Fans are encouraged to buy their tickets during the earlier sales phases to avoid disappointment.
3. Ticket Application and Purchase

3.3 Provision of Data
Data collected from ticket applicants who apply to purchase tickets online or via paper ticket application forms will include:
- Full name
- Date of birth
- Nationality
- Passport number or South African ID number
- Contact details
- Details of guests (if purchasing more than one ticket on)

3.4 Sales Restrictions
The maximum number of tickets that a ticket applicant can apply to purchase is 10 tickets per match. The ticket applicant is also limited to apply for up to a maximum of seven (7) tickets per match. This means the maximum number of tickets a ticket applicant can apply for is 70 tickets per match for up to seven (7) matches.

Of the maximum number of 70 tickets a ticket applicant can apply for, the ticket applicant may apply for 64 tickets in total. The ticket applicant can only apply for 2 tickets per match to follow one race.

Other restrictions include the inability of a ticket applicant to apply for two (2) matches that fall on the same day.

3.5 Ticket Payment Process
3.5.1 Random Selection Draw (the "Draw")
Payment from successful ticket applicants will be taken 7 days after theRandom Selection Draw. If payment has not been received within this time, the ticket application will not be processed and may be cancelled.

Payment for tickets cannot be made in instalments.

3.5.2 First-Come, First-Served
Payment from unsuccessful ticket applicants will be taken within 7 to 10 working days after the request for tickets has been submitted by the ticket applicant. If payment has not been received, then the ticket application will not be processed and may be cancelled.

Payment for tickets cannot be made in instalments.

Successful ticket applicants that have purchased tickets through the paper ticket application form process at the FIFA World Cup TM Ticket Offices will receive notification that they have successfully been allocated tickets and that the funds will be debited from the FIFA World CupTM Ticket Office Prepaid Card.

Successful ticket applicants that have purchased tickets through www.FIFA.com will have the funds withdrawn from the payment card that has been used to pay for the tickets.

3.5.3 Last-Minute Sales
Payment from successful ticket applicants will be taken immediately at the time that the tickets have been purchased and confirmed, subject to availability. If payment is unsuccessful, then the ticket order application will not be processed and may be cancelled.

3.5.4 Payment Methods
It will be possible to purchase tickets via the following payment mechanisms:
- Payment Card
- Wire
- Other accepted payment methods
- Several different payment mechanisms, including cash on a bank-guaranteed cheque
3. Ticket Application and Purchase

3.6 Notification Methods

- All successful ticket applicants who apply for tickets via the paper Ticket Application Form and who provide a mobile-cell phone number or an e-mail address will receive a confirmation message by SMS or e-mail indicating the tickets that they have been allocated and the amount of money they have paid.
- Successful ticket applicants who provide a mobile-cell phone number or an e-mail address will also receive an SMS or e-mail indicating that they have been unsuccessful in their ticket application.

3.7 Ticket Distribution

For the 2010 FIFA World Cup™ all general public tickets will be collected in South Africa through FIFA’s Venue Ticketing Centre distribution network. Tickets can be collected in the following locations:

- The FIFA Ticketing Centre (Cape Town area).
- FIFA Venue Ticketing Centres – one per Host City including Johannesburg.
- Certain International Airports within South Africa.

These ticket collection points will be open to the general public from April 2010. Successful ticket applicants may collect their tickets at their convenience at any one of the FIFA Venue Ticketing Centres. Tickets will be personalized (i.e. the name and date will be imprinted on the tickets) after the user selects their seat and pays for the ticket online. Once the payment is confirmed, the relevant ticketing company will print the tickets and deliver them to the selected FIFA Venue Ticketing Centre. The customer will then collect the tickets from the FIFA Venue Ticketing Centre at their convenience.

The benefits of these collection arrangements for the successful ticket applicants are:

- No risk of the customer’s tickets getting lost in delivery.
- Tickets can be collected at the customer’s convenience from 2 months prior to the start of the 2010 FIFA World Cup™ up until the day of the match itself.
- No delivery charges will be incurred by the customer, which based on previous FIFA World Cup™ would be a minimum of $15 USD.
4. Use of Tickets

4.1 Use of Tickets

Each 2010 FIFA World Cup™ ticket is an official document that provides evidence of the ticket holder’s permission to enter a stadium on the match day. The 2010 FIFA World Cup™ General Terms and Conditions for the Use of Tickets (GTCs) are the specific terms and conditions on which that permission is granted.

The GTCs are printed in official Ticket Application Form, provided online at www.FIFA.com, and are issued pronto through official sales channels. The GTCs are also printed in every OFFICIAL Ticket Confirmation and on the back of the tickets themselves in the form of an embedded version containing the key information of the GTCs. The GTCs reflect the basic contract between the Ticket Holder and 2010 FIFA World Cup™ Ticketing (Pty) Limited.

The GTCs describe the rules required for the customer participation at the 2010 FIFA World Cup™. For example, the GTCs: (a) require ticket holders to sit in the seat assigned by the ticket for correct ticket use; (b) allow the ticket holder to board and leave the stadium at any time, provided that he or she complies with the law and the stadium’s regulations; (c) prohibit the resale of tickets, except for personal use; (d) prevent the use of tickets for the sale to the public or for promotional purposes; (e) require the ticket holder to adhere to the terms and conditions of the match; (f) identify the risk of injury in certain sporting events and require them to avoid these risks; (g) identify what will happen in a match has to be caused to terminate match, etc.

4.2 Transfer of Tickets

The ticket holder may transfer their ticket to another person for the purpose of entering the stadium on the match day, provided that the person accepting the ticket holds it for personal use only and that the ticket is transferred in a manner compliant with the terms and conditions of the GTCs. The ticket holder must ensure that the person accepting the ticket is aware of all the terms and conditions specified in the ticket and that the person accepting the ticket does not use the ticket for any commercial or promotional purposes.

4.3 Stadium Rules

The Match Information on the stadium’s official web site contains specific rules about the use of the stadium, including security and ticketing information. The stadium’s rules are designed to ensure the safety and security of all fans attending the match and to prevent any misuse of the tickets. The stadium rules are subject to change without notice.

For further information about the stadium’s rules, please see the official stadium rules on the FIFA World Cup™ official website.
5. Ticket Programmes and Projects

5.1 2010 FIFA World Cup Ticket Fund

A new ticket fund will be made available for the first time at the 2010 FIFA World Cup, which will consist of Category 1 tickets that will be distributed exclusively to residents of South Africa on a complimentary basis. The Ticket Fund project forms part of a social responsibility programme.

As part of the overall ticketing operation, 120,000 Category 1 tickets will be allocated by FIFA and the LOC to the Ticket Fund project. The Ticket Fund will consist of a certain number of tickets for all matches, from the Opening Match to the Final. An example of those individuals that might gain access to a ticket through the Ticket Fund includes the following involved in the construction of the 2010 FIFA World Cup™ stadiums.

The RAM in Slate, Ticket Fund tickets will be distributed by FIFA, the LOC and the FIFA Partners:

- **adidas**
- **TNT**
- **Emirates**
- **SONY**
- **VISA**

5.2 Tour Operator Programme

The FIFA Organizing Committee approved a 2010 FIFA World Cup® Tour Operator Programme (TOP) for the 2010 FIFA World Cup™ to be held in South Africa (International and domestic) along with accommodation. FIFA has structured the TOP with the following objectives and subject to the following key provisions:

<table>
<thead>
<tr>
<th>Programme Objectives</th>
<th>Key Provisions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implement successful FIFA World Cup travel services programme</td>
<td>No Authorized Tour Operators will be permitted to sell travel services separately</td>
</tr>
<tr>
<td>Facilitate travel and effective travel to the matches for the largest possible number of fans</td>
<td>Authorized Tour Operators must provide evidence of their purchase of inbound travel services before receiving tickets (accommodation and international travel) to South Africa.</td>
</tr>
<tr>
<td>Mobile travel services and transport services for fans, ground and air transportation facilities</td>
<td>Your Operators must comply with all supply requirements, including ground transportation and accommodation facilities, as required by the FIFA Organizing Committee. Your Operators must also ensure that their packages are competitive and offer genuine value to fans.</td>
</tr>
<tr>
<td>Future expansion between Authorized Tour Operators to allow prices charged are reasonable</td>
<td>MITCH will manage the programme on behalf of FIFA.</td>
</tr>
</tbody>
</table>

Tour operators may apply to participate in the TOP. Tour operators that meet the participation criteria and who are invited to participate by FIFA will be granted an allocation of tickets to offer other ticket inclusive Authorized Travel Packages.

The TOP Allocation (444,946 tickets) includes a total of 262,133 tickets to be sold through FIFA World Cup Specific Ticket Series, 50,451 Conditional STS Series and 58,500 Value Specific Ticket Series.

**MATCH Ville**

MATCH Ville is a conceptual development by MITCH in collaboration with various partners. Tour operators will be permitted to add a match ticket to their packages as well as additional services to the MATCH Ville package such as flights and lounge services to create a "MATCH Ville Package". MATCH Ville packages will be available for the Group Matches through to the Round of 16 and packages will consist of one or more 5 night stays (Module2).
5. Ticket Programmes and Projects

5.3 Official Hospitality Programme

MATCH Hospitality is the exclusive worldwide rights holder for the Official Hospitality Programme of the 2010 FIFA World Cup™.

The Official Hospitality Programme offers guests a wide range of services such as match tickets, facilities at the stadiums including private suites and lounges, Deluxe Hospitality, gourmet catering, privileged parking, transportation, entertainment and gifts and, for the first time, optional Full Hospitality Packages including accommodation, transportation and leisure activities in South Africa and the neighbouring countries.

A worldwide Sales Network has been established.

For more information regarding the Official Hospitality Programme, visit the official website at www.FIFA.com/hospitality.
5.4 Participating Member Associations

The PMAs, Ticketing programme for the 2010 FIFA World Cup™ includes an increase to the ticket quota for the thirty two (32) PMAs, as well as the mandatory adoption of a turn-key ticket sales and distribution system provided by FIFA through the FWCTC designed to address some of the sales and distribution challenges the PMAs have faced in the past when required to order and sell their ticket quotas, on behalf of FIFA, to their supporters.

Increase in Ticket Quota

The number of tickets that will be offered to each PMA for its three (3) Group Matches (i.e. matches 1 to 48) has been increased from eight percent (8%) to twelve percent (12%) of all Purchaseable Tickets in the respective stadium where their matches will be played. The PMA ticket quota will be split between Categories 1, 2 and 3. PMAs are offered a fixed number of tickets which represent eight percent (8%) of the average number of Purchaseable Tickets for all of the stadiums involved at each stage of the Second Round. The supply of Second Round Tickets from the PMA ticket quota is conditional upon participation by the PMA at each of the applicable Second Round Matches. For the 2010 FIFA World Cup™, a total of 655,761 Purchaseable Tickets have been reserved for the PMAs, Football family, the PMAS Ticket Allocation Groups and the PMAS Supporters.

New Ticket Sales & Distribution System

A new Ticket Sales and Distribution System has been developed with the objective of: (a) simplifying the PMAS ticketing process in a manner that is intended to assist the PMAs and its Supporters in the purchase of PMAS tickets; (b) promoting the goodwill of the PMAs and FIFA; (c) reserving a certain quota of tickets exclusively for internal use by the PMAs; and (d) providing transparency to ensure that FIFA’s goal for a fair and equitable distribution of tickets is assured and evident among football fans.

The FWCTC will manage the entire ticket sales and distribution process to the PMAs. Supporter tickets including ticket application, confirmation, payment and delivery (collection). Centrallyorganising the sales and distribution of tickets by FIFA ensures that the supporters of all PMAs will have direct and equal access to the overall ticketing infrastructure provided by FIFA. Through this process the FWCTC will be in a position to monitor demand for tickets across each of the thirty two (32) PMAs and to ensure equal right of access to all fans of each PMA.

A ticket applicant will qualify as a PMA Supporter if they satisfy any one or more of the following criteria: 1. if they have the nationality of the respective country of the PMA 2. if they are resident of the respective country of the PMA.

If they are a member of the official PMA Supporters’ club or a member of a ticket allocation group designated by the PMA and approved by FIFA.

Football fans will have the ability to access those tickets that have been made available to them by FIFA. The FWCTC will work closely with those PMAs that have a Supporters’ Club and/or fan or supporter programme in order to ensure that Supporters will be awarded tickets in accordance with FIFA’s Ticketing Policy and the existing membership rules that apply for each of the PMAS Supporters’ Clubs.

Tickets will be available for the PMAs’ Supporters soon after their team officially qualifies to participate in the 2010 FIFA World Cup™.

PMAS Ticket Allocation Groups

Tickets from within the PMAS ticket quota may be provided by FIFA to various groups identified by each respective PMAs as priority groups. A group will qualify as a PMAS Ticket Allocation Group if it satisfies all of the following criteria: 1. The individual within the Group must be identifiable 2. The group must be a football related entity 3. The group cannot be a commercial or corporate entity 4. The individual within the group agrees to be bound by the household restrictions 5. The group must be validated by FIFA.

PMAS Football Fan Ticket Allocation

The tickets for the PMAS Football Fan will not be managed through the new ticket sales and distribution system, thus allowing each PMAS to determine the allocation and distribution arrangements of these tickets to its officials and guests.

Timelines

The standard PMAS Ticketing timeline contains the following phases and milestones:

- PMAS Qualification period – new fans during which the thirty two (32) teams who will compete in the FIFA World Cup™ are identified.
- Ticket Application Gathering – in general, the PMAS ticketing website will launch within seven (7) days but not earlier than the 1 August 2009 for the teams qualifying for the FIFA World Cup™. Ticket applications will be accepted through the website for a period of approximately 2 months.
- 1st PMAS Random Selection Draw – for matches which are over-subscribed, FWCTC will conduct a random selection draw prior to the Final Draw.
- 2nd Ticket Application Gathering Phase – immediately following the Final Draw, ticket applications will be accepted through the website for a period of approximately one (1) month.
- 2nd PMAS Random Selection Draw – for matches which are over-subscribed, FWCTC will conduct a random selection draw approximately one (1) month following the Final Draw.
- Last Minute Sales Phase – FWCTC will retain a database of fans who have already been awarded tickets for the FIFA World Cup™. Fans will have the opportunity to register for the Advanced Ticket Request Program for tickets that become available during Last Minute Sales.

2010 FIFA World Cup™ South Africa™ PMAS Ticketing Timeline

PMA QUALIFICATION

2009

JUNE JULY AUG

1st TICKET APPLICATION GATHERING

(SEMT WINDOW)

2010

DEC JAN FEB MAR APR MAY JUNE JULY

2nd PMAS RANDOM SELECTION DRAW

32 Participating Teams will be drawn into 8 groups to compete against each other to become FIFA World Champions

2010 FIFA World Cup™ South Africa™ Final Draw

(last minute sales)
6. General Information on Ticketing

6.1. Customer Services
For more information, customers can contact the FWCTC by any of the following methods:

- SMS: 083 123 2010
- Email: enquires2010@wc.tco.za
- Post: 2010 FIFA World Cup™ Ticketing Centre (FWCTC)
  PO Box 4929, Century City, 2198, South Africa

There is also an information service that customers can call on 083 123 2010.

6.2. Media Enquiries
Please submit your questions in writing to FIFA by any of the following methods:

- Email: media@fifa.org
- Post: FIFA World Cup 2010
  PO Box 8044
  Zurich
  Switzerland
Fédération Internationale de Football Association
FIFA-Strasse 20, P.O. Box 8044 Zurich, Switzerland

2010 FIFA World Cup™ Ticketing Centre (FWCTC) administered by MATCH Event Services (Pty) Ltd
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