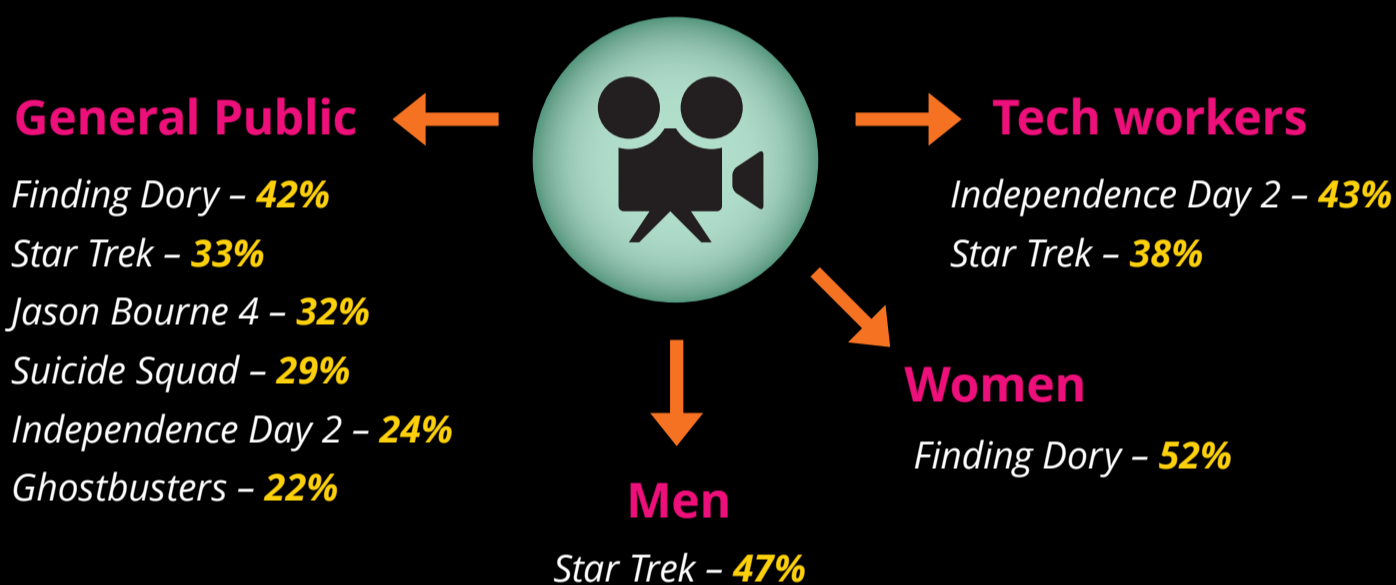


WHAT'S HOT

TOP MOVIE TICKETS AMERICANS WILL PURCHASE ONLINE



REASONS AMERICANS BUY ONLINE

General Public

- Hate lines – 57%
- Get tickets before they sell out – 47%
- Choose advance seats – 38%
- Helps them plan – 35%

Men vs. Women

Men are more likely to hate lines
61% versus 53%

91% OF AMERICANS
say it's important movie ticket
websites have zero downtime

If online movie reservation systems
have downtime this summer,
customers will:

- Do something else – 43%
- Visit a competitor site – 39%
- Choose a different theatre – 36%
- Never again choose the reservation site – 23%

ScaleArc is no stranger to the concept of critical apps that simply cannot tolerate downtime. ScaleArc's software protects applications and websites from downtime, even if the database driving those services goes down. ScaleArc enables a zero downtime environment for a range of eCommerce, services, healthcare, and financial companies.

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