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**Legends in Concert at Myrtle Beach Selects Enta Ticketing Solutions**

**FOR IMMEDIATE RELEASE**

**Baton Rouge, LA (April 2011)** – Enta USA, LLC, welcomes the addition of Legends in Concert at Myrtle Beach, starting with its 2011 season, to the extended Enta family. "We are excited that the Legends in Concert at Myrtle Beach selected Enta Ticketing Solutions as their new box office management system", said Chris DeSalvo, Regional Sales Director at Enta USA.

Legends in Concert at Myrtle Beach was looking for a competitive ticketing solution that offered the ability to enhance guests' experiences while offering comprehensive functionality to the box office. "We wanted an affordable ticketing solution with a feature rich system including accounting, reporting and documentation. Enta gave us this in a ticketing system," says Jason Aiesi, Assistant General Manager for Legends in Concert at Myrtle Beach. "Enta's seamless web sales integration with our site was another key aspect of our choice. While others featured 'slick'/pretty maps with little functionality and reporting on the back-end, Enta's solution both enhances our guests' web experience and gave us the reporting & tracking we desired."

In order to empower 3<sup>rd</sup> party box office resellers, Legends wanted a diverse and flexible web-based ticketing solution. Through Enta Connect, Enta achieved this goal with interaction to real-time ticket inventory and eliminating the need for costly and time-consuming website maintenance. "Now we look forward to increasing our guest satisfaction due to the ease of purchasing a ticket via a reseller, enter our facility with little hassle, and simply enjoy the World's Greatest Tribute Show. This also eases the burden on our box office staff," said Aiesi.

Several leading ticketing systems were considered before Enta was chosen as the best overall ticketing and marketing solution to meet Legends' requirements. "We wanted more control of our 'back-end' including the ability to add prices, build events, change pricing on-the-fly, offer last-minute promotional offers easily, etc., all which Enta allowed us to do and with power! They also are on top of upcoming technology and prepared us with cutting-edge hardware," said Aiesi.

Enta's DeSalvo stated that "Enta's extended feature set is helping Legends to streamline their overall ticketing process while also regaining control over online ticketing fees. The net result gained by selecting Enta is that Legends can now sell more tickets in less time. This enhances the visitor experience while also reducing box office expenses for Legends."

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### **About Enta Ticketing Solution**

Enta USA, LLC is a privately owned US-based company that is a world leader in providing ticketing solutions and services to theatres and performing arts centers, colleges and universities, arenas, stadiums, museums, and festivals in North America. Serving over 540 venues worldwide, Enta has been proven in the demanding UK theatre market, United States university market, Premier League soccer stadiums, as well as other major events and venues in the United States, Europe, Middle East, and Australia. Located in Baton Rouge, Louisiana, Enta USA provides sales, service, and support for point of sale and ticketing systems throughout North America.

For more information on the Enta Ticketing Solution, visit [www.entausa.com](http://www.entausa.com) or call (225) 215-2470.

### **About Legends in Concert**

Legends in Concert, owned by the Las Vegas-based entertainment production company On Stage Entertainment, first came on to the Las Vegas stage nearly 30 years ago, and continue to play to full houses nightly in Las Vegas and at multiple live venues around the country. Legends in Concert possesses the largest collection of celebrity tribute artists and is the World's Longest Running Live Tribute Show.