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## Media Release - 32

### UEFA EURO 2008™ tickets go on sale

During today's press conference in Basle, the online sale of tickets for the European Championship final round was launched on [www.euro2008.com](http://www.euro2008.com). For the next month, until 31 March 2007, tickets can be ordered for all 31 matches at UEFA EURO 2008™. Christian Schmölzer, Tournament Director Austria for Euro 2008 SA, said, "It makes no difference whether you order the tickets on the first or last day. People have a whole month, so there is no need to hurry." The only restriction is that each person can only order up to four tickets per match (and matchday). If demand exceeds supply, a lottery will be held for each oversubscribed match. Euro 2008 SA will inform all applicants whether their orders have been successful by the end of April 2007.

Ticket prices for the group stage range from EUR 45 (CHF 70) to EUR 110 (CHF 175). Tickets for the final cost between EUR 160 (CHF 225) and EUR 550 (CHF 880). These prices include VAT (see enclosed document for further details).

#### Three different types of ticket are available:

- 1) **Individual Match Tickets** – maximum of four per person per match and one match per matchday.
- 2) **Follow My Team Group** – this ticket is valid for the three group matches played by the team concerned; if the team does not qualify for the tournament, the order will be cancelled.
- 3) **Follow My Team Tournament** – this ticket is valid for as long as the team concerned remains in the tournament; if it is eliminated, the money that has already been paid for unplayed matches will be refunded.

"We used these three categories in 2004 and they were all very popular," remembers Martin Kallen, Chief Operating Officer of Euro 2008 SA, who also filled the same position in Portugal. Payment can be made by MasterCard, direct debit (only in Austria), orange payment slip/ESR (only in Switzerland) or international bank transfer (in all other UEFA member countries). Euro 2008 SA recommends the use of MasterCard, official and exclusive credit card of UEFA EURO 2008™.



Part of the UEFA EURO 2008™ Experience



Between 1 and 31 March, 33% of the 1,050,000 tickets will go on public sale. A further 38% per match are reserved for the participating football associations.

The rest of the tickets will be distributed as follows:

- 14% to official partners such as sponsors or TV companies – some of these tickets will also go to fans through lotteries.
- 8% for the corporate hospitality programme (top category tickets combined with gourmet food and drink and a special entertainment programme)
- 3% for VIPs
- 3% for the UEFA "football family", mainly associations that are not taking part in the tournament
- 1% for the host cities and stadium owners.

"Our aim, bearing in mind the relatively small size of the stadiums, was to offer a particularly high proportion of the tickets directly to the fans," said Christian Mutschler, Tournament Director Switzerland for Euro 2008 SA. "This proportion will be more than the 75% we had aimed for, when you take into account that some of the sponsors' tickets will also go to the fans via competitions and draws."

If there are still some tickets remaining after the first phase of sales, the second phase will begin on 1 June 2007. At this point, tickets will be sold on a "first come, first served" basis. Another source of tickets will be the allocations of the participating associations (20% each per group match and the final, 6,000 tickets each per quarter- or semi-final). These will be sold at the end of 2007 and beginning of 2008. Peter Gilliéron, General Secretary of the Swiss Football Association, stressed at the press conference that "fans of the Swiss national team will be able to order tickets via our website in January/February 2008, when we will know who our opponents will be." The Austrian FA will announce details of ticket sales for Austrian football fans in November. All tickets will be distributed to the purchasers in spring 2008.

Persons without Internet access can order an application form by telephoning 0900 09 0868. Calls cost EUR 0.32/min in Austria and CHF 0.50/min in Switzerland. Callers in other countries should dial +41 44 559 0868. Any questions that are not answered on the website [www.euro2008.com](http://www.euro2008.com) can also be asked by telephoning these numbers.

**Access for Media to download the pictures from the media conference:**

<ftp://publicftp.uefa.com/euro2008>, Username : euro2008 ; Password : euro2008

**Further information:**

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