



FOR IMMEDIATE RELEASE
Tuesday, January 8, 2013

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**TEXAS RANGERS ANNOUNCE INDIVIDUAL TICKET PRICING
AND ON-SALE DETAILS FOR 2013, INCLUDING TEAM'S FIRST EVER DYNAMIC PRICING**

*Club Also Releases 2013 Game times; Individual Tickets, Except for Opening Day, Go On Sale Saturday, March 2;
Rangers announce details of Online Ticket Opportunity for Opening Day;
Club introduces dynamic ticket pricing for Upper Reserved seats in 2013*

Arlington, Texas—The Texas Rangers today announced the club's individual ticket offers and pricing for 2013. The official 2013 regular season schedule with game times was also released.

Individual tickets for all 2013 games at Rangers Ballpark in Arlington, **except Opening Day** will go on sale at 9:00 a.m. on **Saturday, March 2** at the First Base Box Office, at texasrangers.com, and by phone at 972.RANGERS.

The club also announced specifics of an **Online Ticket Opportunity** that will allow fans the chance to purchase tickets to Opening Day, Friday, April 5 against the Los Angeles Angels.

Beginning Friday, February 1 at 9:00 a.m. and continuing through Wednesday, February 20 at 12 noon, fans can go to texasrangers.com/presale and register for the opportunity to purchase up to two tickets to Opening Day. Following registration, a pool of randomly selected registrants will be chosen and provided access to an online pre-sale opportunity, based on available inventory. Those selected will be notified by email no later than Monday, February 25.

A limited number of reserved seats, obstructed view seating, and standing room only tickets will be included in the ticket opportunity. There is no charge to register for this opportunity. **This will be the only chance for fans to purchase single game tickets for Opening Day at Rangers Ballpark in Arlington.**

10-Game Plans Include Free Ticket to Opening Day

There will still be other options available for fans to guarantee their places at Rangers Ballpark in Arlington for Opening Day, including through the purchase of a 10-Game Plan, which includes a free ticket to Opening Day.

With six different 10-Packs to choose from, packages start at just \$190 per plan. The 10-Game Plan offer several benefits, including a savings on Premier pricing (fans pay regular price for Premier games) and having the exact same seat location for the 10 games of each plan (exact seating is not guaranteed for Opening Day). In addition, 10-Game Plan buyers will receive the option to purchase one game in the Division Series and one game in the American League Championship Series should the Rangers make the Postseason.

The 10-Game Plans go on sale next Monday, January 14. Fans can call 972-RANGERS x3 or visit texasrangers.com for more information. Tickets can also be purchased at Rangers Ballpark in Arlington. Normal business hours are Monday - Friday from 9 a.m. - 5 p.m.

For 2013, the advance individual sale price for non-Premier games will either remain the same or increase by \$4.00 or less on 68.9% of the seats at Rangers Ballpark in Arlington. Cash parking for 2013 will be \$15.00 for all games.

Dynamic Pricing Introduced

The Rangers will also introduce dynamic ticket pricing for adult Upper Reserved seating for all non-Premier and Premier games in 2013. In partnership with Qcue, the leading provider of demand-based pricing software for live entertainment events, the Rangers will use Qcue's software analysis to set and adjust ticket prices higher or lower for each game in real-time based on market demand and factors such as pitching matchups, team performance, opponent, weather, and day of week. Upper Reserved seating represents nearly 20% of the total seating capacity of Rangers Ballpark in Arlington.

More than half of the 30 Major League teams have implemented different versions of demand-based pricing in the last several years with a number of clubs utilizing the system for its entire seating inventory. Qcue, based in Austin, Texas, works with a number of MLB, NBA, and NHL teams on demand-based pricing.

"Implementing dynamic pricing will allow us to broaden our ticket-buying fan base while providing greater day-to-day pricing flexibility," commented Rangers Chief Operating Officer Rick George. "It also will reward fans for purchasing tickets earlier in the season and allow us to protect season ticket holder value. We are using dynamic pricing in just one seating category in 2013, and will be evaluating its effectiveness to determine if the program will be expanded in future seasons."

Upper Reserved seats for children, 13 and under are priced at \$6.00 for all games and are not impacted by dynamic pricing.

2013 TEXAS RANGERS INDIVIDUAL TICKET PRICES

	Gate Price	Premier Price		Gate Price	Premier Price
Lower Infield	\$78	\$88	Outfield Plaza	\$35	\$40
Lexus Club Box	\$72	\$81	Lexus Club Terrace	\$32	\$36
Lower Box	\$70	\$79	Upper Box	\$24	\$27
Corner Box	\$56	\$63	Upper Reserved	\$19**/6*	\$22**/6*
All You Can Eat Porch	\$51	\$58	Grandstand Reserved	\$11/\$3*	\$13/\$3*
Lower Reserved	\$35	\$40			

*Children 13 & under.

**Upper Reserved pricing will vary based on dynamic pricing for individual ticket sales.

Listed prices increase \$1-\$5 for adult tickets on day of game.

Premier Games for 2013: April 5-7; 19-20; May 3-5; 17-18; 31; June 1; 14-15; 28-29; July 4-7; 19-20; 22-25; August 16-17; 30-31; September 13-14; 26-29.

NOTE: Home Plate Seats, Capital One Club, Premium Dugout, VIP Infield, Premium Infield locations, Lexus Club Infield, and Lower Infield are available only on a season ticket basis.

The Rangers will once again have a number of individual game ticket discounts to provide added value in 2013, including the following:

FAN FEST TICKET SPECIAL: Fans can save more than 50% and purchase \$8 Upper Reserved tickets or \$15 Lexus Club Terrace tickets for select August home games during Texas Rangers Fan Fest. Offer is available online January 11 at 9:00 am through midnight January 12 at texasrangers.com/fanfest, or at the Fan Fest box office located at the Arlington Convention Center during Fan Fest hours.

DR PEPPER CANS: Any Dr Pepper or Diet Dr Pepper can may be presented at Rangers Ballpark in Arlington or DRPEPPER entered as the coupon code on texasrangers.com to receive \$5 off tickets in Lexus Club Terrace, Upper Box, or Upper Reserved. Offer is valid for Sunday-Thursday home games in April, May, and June, excluding April 7 and May 5. Offer is subject to availability and cannot be combined with any other offer. Limit 12.

COCA-COLA FAMILY PACKS: Save up to 45% with Coca-Cola Family Packs including four tickets, four jumbo hot dogs, four Coke soft drinks, two Kids Zone wristbands, and one souvenir program. Two locations are available:

Upper Reserved – \$76

Lower Reserved – \$124

Additional persons may be added (one program per four tickets, one kids zone wristband per two tickets). Offer is available at texasrangers.com/family, via phone, or at box office with the coupon available on Coca-Cola 2-Liter packaging at retail for all non-premier regular-season games. Offer is subject to availability and cannot be combined with any other offer. Limit 12.

ONLINE TICKET TUESDAY: Tickets for most Tuesday home games are half price in Upper Reserved, Upper Box, Lexus Club Terrace, and Lower Reserved when purchased online at texasrangers.com/specials. Offer is not valid for July 23. Offer is subject to availability and cannot be combined with any other offer. Limit 12.

FIREWORKS FRIDAYS: Fans may purchase \$15 Upper Reserved tickets for Friday night home games excluding May 3 and Sept. 27. Offer is available on texasrangers.com with coupon code. Limit 12. Offer is subject to availability and cannot be combined with any other offer.

For a list of updated ticket discounts during the season, fans can go to texasrangers.com/specials.

Regular home game times in 2013 will once again be 7:05 p.m. CT for night games; 1:05 p.m. CT for weekday day games; and 2:05 p.m. CT for Sunday games. The exceptions are Saturday, April 6 versus the Los Angeles Angels (3:05 p.m. CT for FOX telecast), Saturday, May 4 versus the Boston Red Sox (3:05 p.m. CT for FOX telecast); Saturday, June 1 versus the Kansas City Royals (3:05 p.m. CT); Saturday, June 15 versus the Toronto Blue Jays (3:05 p.m. CT); Saturday June 29 versus the Cincinnati Reds (6:15 p.m. CT for FOX telecast); Saturday, July 6 versus the Houston Astros (6:15 p.m. CT for FOX telecast); and Sunday, July 21 versus the Baltimore Orioles (6:05 p.m. CT).

Texas will also be featured on ESPN's Sunday Night Baseball on two of the club's first four Sunday home games in 2013: April 7 versus the Los Angeles Angels and May 19 versus the Detroit Tigers with both games at 7:05 p.m. CT. The Rangers will also be on ESPN in the 2013 Major League season opener on Sunday, March 31 at Houston's Minute Maid Park in a 7:05 p.m. CT contest.

In addition to the four FOX telecasts at home, the Rangers are currently scheduled for four FOX Saturday games on the road: June 22 at St. Louis (6:15 p.m. CT); July 13 at Detroit (6:15 p.m. CT); August 3 at Oakland (3:05 p.m. CT); and August 24 at the Chicago White Sox (3:05 p.m. CT).

All game times are subject to change pending changes in the schedule of national television games.

The complete 2013 schedule is attached.

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