



As a season ticket holder, you are the most valued member of the Orlando Magic family. We are constantly striving to make your experience the best in all of professional sports. I am writing you personally to explain an exciting new benefit that we will be implementing for our season ticket holders. This season, we will be introducing variable season ticket pricing, which will give you more flexibility as a season ticket holder.

What is variable season ticket pricing? It simply means that some of our games are in higher demand than others. So when you receive your tickets, you will see that some games have a higher ticket price on your hard ticket than your average season ticket price. Likewise, other games will have a lower ticket price on your ticket than your average season ticket price. Until now, the same average season ticket price has appeared on each individual game ticket of your season ticket package, regardless of opponent or day of the week. Each game's price will now better reflect the actual demand of the game.

Under no circumstance will this impact the total cost of your season tickets. In fact, we hope that you'll find this change to be a tremendous benefit to you as a season ticket holder. **Remember, as a season ticket holder, you will always pay the lowest ticket price in your price code for every game!** Here are some other benefits that come with variably priced season tickets:

- **Easier to sell on Ticket Exchange** – With ticket prices that better match the “market rate” for our games, you should have a much easier time selling your tickets on Ticket Exchange, if you so choose. This means that none of your tickets go to waste when you are unable to attend a game.
- **More bang for your buck** – Your ticket prices will show that you are getting the most value from the most important games. Because every game is different in terms of importance and appeal, we want to make sure that you are getting the most for your money.
- **You pay less for pre-season** – Your ticket prices will reflect a lower value for pre-season games than most of our regular season games, which means you are getting more value from the games that count the most.
- **Season ticket holders get the biggest savings** – Again, as a season ticket holder, you always pay the lowest ticket price in your seating location for any of our games. Variably priced season tickets allow us to continue to offer a superior value to our season ticket holders.

Just to reiterate, this change will not impact the total cost of your season tickets for the 2010-11 season; the price you have been invoiced for this season will not change. We are making this change with the best interests of our season ticket holders in mind. If you have any questions, please do not hesitate to contact your season ticket services representative.

We look forward to creating legendary moments with you in the new Amway Center this season.

Best Regards,

Alex Martins
President