



Tix Corporation Announces New Contract for Exhibit Merchandising Subsidiary to Operate the New Store of the Egyptian Museum in Cairo

Opening of New Store Scheduled for October 2010

STUDIO CITY, CA (June XX, 2010) – Tix Corporation (Nasdaq: TIXC), an integrated entertainment company, today announced that its wholly-owned subsidiary Exhibit Merchandising, LLC, entered into an agreement with MISR Company for Sound & Light and Cinema (MISR) to operate the new Museum Store at the Egyptian Museum in Cairo, Egypt, opening in October, 2010 on its behalf.

MISR is an Egypt-based company and the former operator of the store. Following the agreement Exhibit Merchandising, LLC will pay MISR 10 percent of net profit for the rights to operate the store.

The Egyptian Museum houses the world's largest collection of Egyptian antiquities, including the famous Death Mask and Golden Sarcophagus of King Tutankhamun. The selection of Exhibit Merchandising and MISR is based on their proven track record of operating specialty retail outlets. Exhibit Merchandising has operated the traveling Tutankhamun Exhibition stores since 2005, while MISR has produced the famous evening Sound and Light Shows at many of Egypt's landmarks including the Great Pyramids at Giza and the Temple of Karnak in Luxor.

The new 5,000 square foot Egyptian Museum Store, inspired by contemporary architectural themes, is designed to contrast the original Museum built in 1912. The store incorporates several green-building technologies as an environmentally-friendly operation, including shaded windows and stone surfaces for extended years of operation.

"We are honored to partner with MISR and its Managing Director Essam Hady and the Egyptian Museum in launching the new Museum Store," said Tix Corporation Chairman and CEO Mitch Francis. "For us it is a natural extension of our relationship with the Egyptian Museum and a very exciting opportunity to help build a world-class, retail operation in Cairo."

Added Curtis Bechdel, Vice President-Operations, Exhibit Merchandising, LLC, "Egypt is a popular tourist destination, and the Egyptian Museum is almost always on the traveler's itinerary. We were chosen to operate this store in part to provide a modern and westernized approach to sales in the Museum so we can maximize sales with the

international traveler. We expect this agreement to be quite successful for Tix Corporation.”

About TIX Corporation

Tix Corporation (Nasdaq: [TIXC](#)) is an integrated entertainment company providing discount and premium ticketing services, event and branded merchandising, and production/promotion of live concert and theatrical events. It currently operates twelve prime locations in Las Vegas under the Tix4Tonight marquee, and offers up to a 50 percent discount for same-day shows, concerts, attractions and sporting events, as well as discount reservations for dining. The Company's Exhibit Merchandising operation is engaged in branded merchandise development and sales activities related to museum exhibitions and other events, including the King Tutankhamun, Real Pirates and Cleopatra tours; selling themed souvenir memorabilia and collector's items in specialty stores in conjunction with the specific events and venues. Tix Productions is dedicated to live concert and theatrical promotion and production throughout the United States and Canada and operates under the banners of Magic Arts & Entertainment and NewSpace Entertainment. For more information see www.tixcorp.com.

Safe Harbor Statement

Except for the historical information contained herein, certain matters discussed in this press release are forward-looking statements which involve risks and uncertainties. These forward-looking statements are based on expectations and assumptions as of the date of this press release and are subject to numerous risks and uncertainties, which could cause actual results to differ materially from those described in the forward-looking statements. These risks and uncertainties are discussed in the Company's various filings with the Securities and Exchange Commission. The Company assumes no obligation to update these forward-looking statements.

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