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## Web sites give new look, feel to 'scalping' tickets

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As chairman, Domek will focus on strategy for TicketsNow and spend time helping the secondary ticket industry improve its profile. "I'll be an evangelist for the company and the industry," he said.

As for what's next, which may include preparing TicketsNow for an initial public stock offering or for a sale to another e-commerce provider -- Mulpuru mentioned [Amazon.com](#) as a possible suitor -- Domek didn't speculate.

"The goal is to make Tickets Now No. 1," he said. "That gives you a whole range of options. I never had any specific exit in mind, and I don't know if I want one. But if we become No. 1, we will have a million options."

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### PROFILE

TicketsNow

Claiming to be the No. 2 reseller of tickets online, TicketsNow in March received a \$34 million infusion of venture capital from firms based in Chicago and the Silicon Valley.

Headquarters: Crystal Lake

Founded: 1992

2006 revenue: \$202 million

Source: TicketsNow, Tribune reports

Chicago Tribune

ebenderoff@tribune.com

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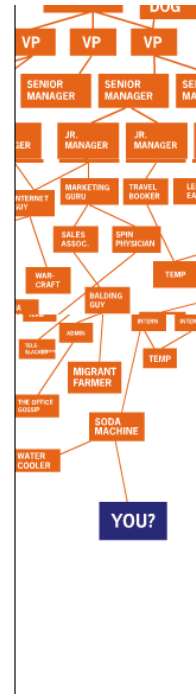
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





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