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### **Ticketing Platform DICE Teams Up With Goldenvoice For Exclusive Ticketing Partnership**

LOS ANGELES, December 7, 2022 – DICE announced today that it will be partnering with Goldenvoice to become the sole ticketing platform for all events, concerts and festivals held and promoted by the West Coast music industry giant.

This partnership is said to give a look into where the live music industry is headed today. An industry-leading platform, DICE relies on its close partnerships with artists, venues and promoters to ensure that all event tickets sold through the platform are sold to fans rather than scalpers. The partnership comes at a time when customer loyalty to ticketing platforms are suffering due to a distrust in practices which have led to countless situations of fraudulent tickets being sold by ticket scalpers.

“The West Coast market has seen a decline due largely to ticketing woes” CEO and Founder Phil Hutcheon said, “so we are elated to be partnering with Goldenvoice to make the ticketing experience easier than ever for fans - from the tiny venue shows to Coachella and Stagecoach.” Previously, Goldenvoice’s tickets were distributed through partners such as AXS, Ticketmaster and Ticketfly. With the DICE-exclusive ticketing partnership, fans will be able to discover shows and purchase tickets all within the DICE app.

Goldenvoice's venues include The Roxy, The Fonda and Microsoft Theatre, and its festivals include Coachella, Stagecoach, and Just Like Heaven among many others. Tickets for all Goldenvoice-promoted festivals and all events held at Goldenvoice-owned venues can be purchased through DICE, effective immediately. The DICE app is free in the app store and Google Play. Visit the websites below for more information.

DICE: <https://dice.fm>

Goldenvoice: <https://www.goldenvoice.com/#/>

#### ABOUT [DICE](#)

DICE is a ticketing platform for live shows, club nights, festivals and arts/culture events. Founded in London in 2013, DICE makes it possible for fans to get tickets to shows in seconds, while also making it impossible for scalpers and scammers to exploit them. This is done through their DICE-exclusive purchasing partnerships. DICE works closely with labels, promoters and venues so that all tickets sold on the platform come directly from these entities. This ensures that no tickets ever end up on second-hand sites where they can end up in the hands of scalpers who take advantage of fans. Those unable to purchase tickets to sold-out DICE events are put on a waiting list, allowing those unable to make the show to give their ticket to another verified fan. This fan-focused mission is what makes DICE so special. It's an industry-leading innovative platform, challenging its largest competitors who continue to allow fans to be scammed daily.

\*The audience is music and live music-focused outlets (both trade and entertainment) for release through Newswire.