

LYTE PARTNERS WITH LIFE IS BEAUTIFUL FESTIVAL (LAS VEGAS / SEPTEMBER 17-19) FOR SINGLE DAY TICKET RESERVATIONS TO CONFRONT SECONDARY MARKET SALES

Lyte -- the reservations technology platform reimagining ecommerce for artists, fans and live events -- has partnered with **Life Is Beautiful** to host reservations for single-day tickets to the three-day festival in Las Vegas, slated for Sept. 17 - Sept. 19. This partnership with **Life Is Beautiful** showcases Lyte's novel solution to ticketing problems and is at the vanguard of the return of live events, with a focus on fans and protecting them from the secondary ticket sales market.

Life Is Beautiful's three-day ticket launch on March 12th has been the talk of the music world, and has led to intense demand and the potential of high ticket prices on the secondary market. Lyte's technology confronts this re-selling issue with its reservations system: instead of queuing in lines and forcing festival-goers to compete with other fans, automated ticket-buying bots, and professional scalpers as they try to buy tickets, fans simply reserve the tickets they want with their credit card and their orders are fulfilled in an orderly fashion - all in partnership with the official ticketer for the event.

The reservations system for single day tickets is open [now](#).

Lyte's reservations technology also prevents fans from becoming unintentional scalpers: if a ticketholder's plans change, they are able to exchange their tickets at fair market value and fans holding reservations are first in line to receive the returned tickets. By using Lyte, Life is Beautiful promises its fans access to real tickets at fair prices.

After postponing in 2020 due to the pandemic, Life Is Beautiful is slated to return to Downtown Las Vegas with a lineup that includes Billie Eilish, Green Day, Tame Impala, Haim, A\$AP Rocky and many more:

<https://lifeisbeautiful.com/lineup/#/artists/headliners>

Lyte also recently [made headlines](#) for its partnership with artist booking agency [Mint Talent Group](#). 30+ artists on Mint's roster are implementing Lyte's reservations system to intelligently launch tours in, and out of, the pandemic and it further illustrates just how irresistible Lyte's technology is. Under this deal, fans choose the market and tickets they are interested in and use their credit card to secure a flexible reservation that can be changed or cancelled at any time. When tickets that match their reservation criteria become available, orders are fulfilled, in partnership with venue ticketing platforms. Fans get flexibility and convenience, artists get demand signals from markets around the world, and agents and their promoter partners get the insight they need to route tours intelligently, with lower risk.

The announcement arrives on the heels of significant developments for Lyte, including a Series B round of \$38 million raised during the pandemic, the supercharging of its executive team and recent launches in Australia and New Zealand.

About Lyte:

Lyte is a reservations technology platform that has reimaged event ticketing for artists, venues and fans. In an industry where the standard is “no refunds,” and concert-goers have to compete with robots and brokers for the tickets they want, Lyte's mission is to fill every seat with real tickets at fair prices and make the entire experience delightful and simple.

Lyte’s technology has delivered millions of dollars in savings by enabling fans to reserve, return and exchange tickets through its proprietary risk-free reservations system. Top live entertainment brands are now leveraging Lyte's technology to confront the uncertainty created by the pandemic. As featured in Rolling Stone and Billboard, Lyte's industry-friendly solutions have been utilized by over 300 major events, festivals and artists including Coachella, Newport Folk Festival and tours with the likes of Mumford & Sons and Wilco.

Follow Lyte:

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About Life Is Beautiful:

Founded in 2013, Life is Beautiful is a three-day music, arts, and culture festival born as part of a major transformation of Downtown Las Vegas, a historically underserved neighborhood. In the years since its founding, over \$350M in economic impact and cultural capital have flooded into DTLV and the surrounding area.

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