

A hand is shown holding an orange admission ticket over a grassy field. The ticket has the words 'ADMISSION' and 'ONE' visible, along with the numbers '1360810958'.

**FINALLY,
WE'VE
GOT JUST THE
TICKET
FOR
YOU...**



CHECK OUT OUR RANGE OF 2011 SEASON TICKET SUPER DEALS.



...AND IT'S NEVER BEEN EASIER

... Or as big, or as exciting, as ever before.

You may also be aware, that we've made some very significant changes to our whole Highlanders set up. We now have a new coach, (Jamie Joseph, who's come home) plus a new CEO, and 13 new players. But most of all, we have a new attitude.

Plus, the new Investec Super Rugby Competition format promises something completely different over previous years, with guaranteed local derbies on our home turf, against all the other New Zealand teams.

But this year is not going to be about us; instead it's all about you. All we ask, is that you take a second look and see what we have to offer.

We feel certain that you may just be surprised!



WE'VE PUT TOGETHER FOUR GREAT NEW **SEASON TICKET** PACKAGES - TAKE YOUR PICK!

From the full Monty, of every Highlander's Super Rugby game in Dunedin and then some, to a little cracker of a deal for the five Otago ITM Cup games. No matter how you like to support your team, we've got a deal for you.

There's nothing like watching your team up close in 3D and live. We want everyone to once again experience what it's like to really be part of our team and also have a great night out. So that's why we're giving you the best of both worlds, the pick of the games you want, along with payment flexibility for the very first time. Even better, all season ticket holders get to pick a seat that fits your comfort and your budget.

Plus, if you are a DCC rate payer we have a never to be repeated special and exclusive offer that we are prepared to guarantee the price of, for the next two years, just for you and your family.

It's our way of saying thanks and acknowledging the extra-ordinary investment and significant commitment that you and the people of Dunedin and this region have made to build our city's first truly international stadium. One that we will ultimately represent you in.

We know times are currently difficult, but it's just not the same without you. So to show you our appreciation, we've started this year with a fresh approach and we want you to be part of it.

WE ARE PROVIDING EASY PAYMENT OPTIONS FROM AS LITTLE AS

\$3.31* PER WEEK

It couldn't be easier for you to support both of our teams. Check out our range of simple payment options, where you can pay for your season ticket in easy instalments, (just like paying Sky or your gym membership) with weekly, fortnightly, or even monthly payments.

The choice is yours.

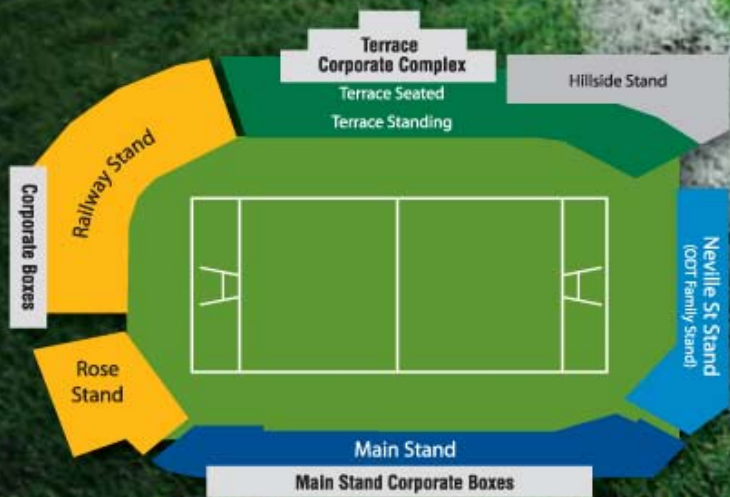
What's more, its now so affordable, that it will cost you less than the price of one cup of coffee, every week.

Plus, if you purchase a seat this year, we'll also guarantee you the same great price per game for next season as well.

*Based on exclusive ratepayer prices with covered seating for the Highlanders Premium Offer. Weekly figure does not include set-up or transaction fees.

SUPER RUGBY HOME GAME CALENDER

WEEK	DATE	GAME	TIME
WEEK 2	FRIDAY 25 FEBRUARY	Highlanders v Chiefs	7.35pm (DUN)
WEEK 5	SATURDAY 19 MARCH	Highlanders v Crusaders	5.30pm (DUN)
WEEK 7	FRIDAY 1 APRIL	Highlanders v Brumbies	7.35pm (INV)
WEEK 8	FRIDAY 8 APRIL	Highlanders v Cheetahs	7.35pm (DUN)
WEEK 11	FRIDAY 29 APRIL	Highlanders v Blues	7.35pm (DUN)
WEEK 13	FRIDAY 13 MAY	Highlanders v Hurricanes	7.35pm (INV)
WEEK 15	SATURDAY 28 MAY	Highlanders v Lions	7.35pm (DUN)
WEEK 16	FRIDAY 3 JUNE	Highlanders v Force	7.35pm (DUN)



- All 6 Investec Super Rugby games at Carisbrook
- All 5 ITM Cup games in Dunedin
- The option to add 1 or 2 Invercargill Home Games

HIGHLANDERS
PREMIUM

ALL 6
INVESTEC
SUPER RUGBY
HOME GAMES
IN DUNEDIN

PLUS ALL
5 OTAGO
ITM CUP GAMES

\$257.50

OR \$4.95 PER WEEK*

Based on Adult ticket in covered seating.



- All 6 Investec Super Rugby games at Carisbrook
- The option to add 1 or 2 Invercargill Home Games

*An Establishment fee of \$10.00 will be deducted with your first payment and a \$1.40 transaction fee will be added to each instalment. All prices specified are based on a 52 week payment schedule.

HIGHLANDERS EXPERIENCE

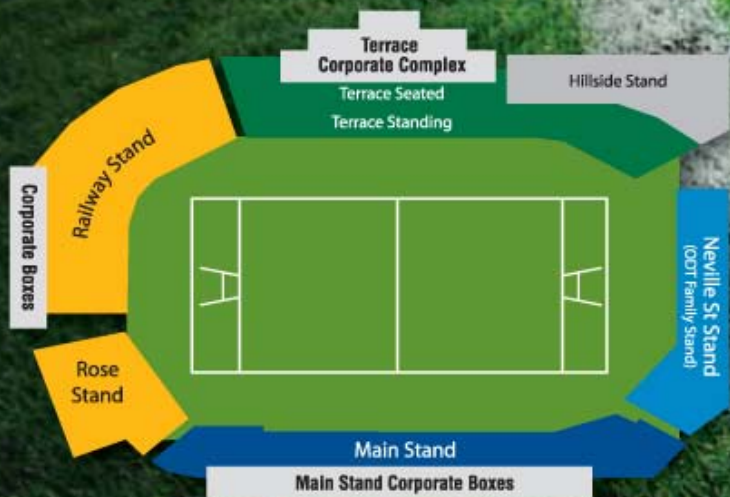
ALL 6

INVESTEC SUPER RUGBY HOME GAMES IN DUNEDIN

\$157.50

OR \$3.03 PER WEEK*

Based on Adult ticket in covered seating.



WE KNOW YOU CAN'T GET TO EVERY GAME, SO WE'VE CHOSEN 4 OF THE BEST FOR YOU

- All 3 NZ local derbies at Carisbrook
 - Your choice of The Hurricanes at Invercargill
- OR
- Your choice of either the Cheetahs, Lions or Force game in Dunedin

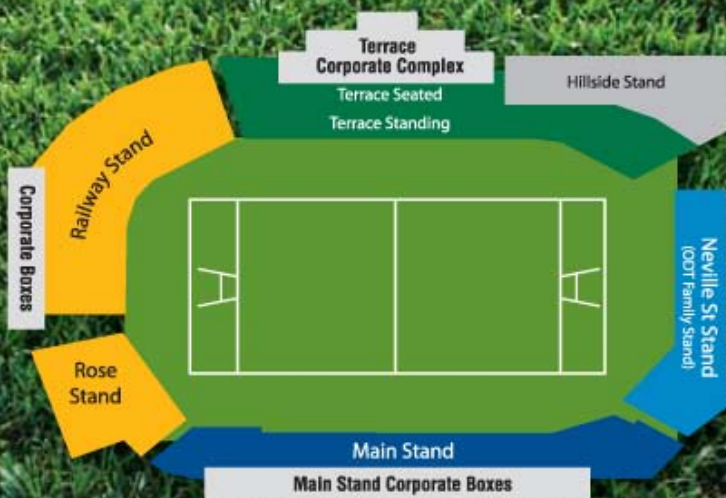
HIGHLANDERS NZ SUPER PASS

THE 4 NZ TEAMS VS
HIGHLANDERS
HOME GAMES

THE BLUES
THE CHIEFS
THE HURRICANES
THE CRUSADERS

\$107.50
OR \$2.07 PER WEEK*

Based on Adult ticket in covered seating.



- All 5 ITM Homes Games
- 3 Home Games at Carisbrook
- 2 Home Games at the new Forsyth Barr Stadium†

†Subject to the stadium being available for Rugby pre RWC 2011

*An Establishment fee of \$10.00 will be deducted with your first payment and a \$1.40 transaction fee will be added to each instalment. All prices specified are based on a 52 week payment schedule.

THE OTAGO
FAITHFUL
EXPERIENCE

ALL
5

ITM CUP
HOME GAMES

\$100.00

OR \$1.92 PER WEEK*

Based on Adult ticket in covered seating.

ATTENTION RATE PAYERS!

And if you're a rate payer it gets even better still! We'll provide you with a very significant discount of well over 50% off the whole range of Highlanders and Otago 2011 season tickets.

This unique, exclusive, and not to be repeated offer is specifically created for all DCC ratepayers and it's just another way of us saying thanks, for everything you've done for the city, our region and for creating a world class home for rugby in the South.

Furthermore, if you take advantage of these deals this year, we also guarantee to reward you with exactly the same great per match rates and the same seats for next season too!

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HIGHLANDERS
PREMIUM

ALL 6
INVESTEC SUPER RUGBY
HOME GAMES
IN DUNEDIN

PLUS ALL
5 OTAGO
ITM CUP GAMES

\$172.50

FROM ONLY \$3.31 PER WEEK*

Based on Adult ticket
in covered seating.

SAVE \$85

HIGHLANDERS EXPERIENCE

ALL 6

INVESTEC SUPER RUGBY
HOME GAMES
IN DUNEDIN

\$97.50

FROM ONLY \$1.88 PER WEEK*

Based on Adult ticket
in covered seating.

SAVE \$60

HIGHLANDERS NZ SUPER PASS

THE 4 NZ TEAMS
VS
HIGHLANDERS
HOME
GAMES

\$67.50

FROM ONLY \$1.30 PER WEEK*

Based on Adult ticket
in covered seating.

SAVE \$40

THE OTAGO FAITHFUL EXPERIENCE

ALL 5

ITM CUP
HOME GAMES

\$75.00

FROM ONLY \$1.44 PER WEEK*

Based on Adult ticket
in covered seating.

SAVE \$25



**THESE
AMAZING OFFERS
EXPIRE ON MONDAY 7 FEBRUARY 2011**

COMPLETE THE SEASON TICKET FORMS NOW AND FORWARD TO THE HIGHLANDERS
FRANCHISE PO BOX 6070 DUNEDIN OR VISIT WWW.TICKETDIRECT.CO.NZ TODAY.