

Arsenal

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6th December 2013

Mr James McKenna
Liverpool Supporters Union
'Spirit of Shankly'
c/o EDT
98 Great Homer Street
LIVERPOOL
L5 3LF

Dear James

Thank you for your recent letter to Ivan Gazidis. Ivan has asked me, as the Ticketing and Services Director at Arsenal, to respond.

Our pricing categories were recently reviewed and amended after extensive consultation with our fan groups and our new categorisation system provides 90,000 cheaper tickets for home and away supporters across the course of a season.

Game categorisation depends on (1) historic demand for tickets for the fixture, (2) predicted demand for tickets and (3) the date and timing of fixture.

Arsenal matches with Liverpool are always going to be of huge interest and fall into our 'A' Category. Fans who attend those matches are seeing the most competitive and attractive matches that the Premier League has to offer.

Arsenal supported the away fans initiative, launched by the Premier League this year, to provide additional benefits to travelling fans across the country. Both Arsenal and Liverpool decided that the fairest way to allocate these benefits was by giving all of our away fans, regardless of which venue they are attending, an equal discount. In Arsenal's case, we provided fans with a £2.50 discount on every away ticket and a £10 voucher for one away fixture around the Christmas period this season to spend on food and drink at the ground on the day of the game. In Liverpool's case, the club provided a £2-£4 discount on all Liverpool away fans tickets depending on the opposition. This rewards everyone who travels to attend an away game and rewards our most loyal travelling fans the most.

This approach provides benefits for all Liverpool and Arsenal travelling fans. We do not endorse additional discounts over and above this under which Arsenal would price its tickets for Liverpool's travelling fans below the prices charged by Arsenal to its own home fans for the same game.

Yours sincerely



Ivan Worsell
Ticketing & Services Director

