

Ticket prices increasing as demand soars for Super Bowl XLV

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DALLAS – On the eve of pro football's big bash, after-market ticket prices soared Saturday for Super Bowl XLV.

Ticket brokers say average prices for nose-bleed, or non-premium seats, for the Green Bay Packers-Pittsburgh Steelers face-off went from the \$2,300-2,400-range to about \$3,000, an increase of approximately 25%.

Not even inclement weather this week in north Texas seemed to put a damper on sales because planes eventually delivered fans -- and higher prices.

Sports Business Daily reported this week that average ticket prices on StubHub had increased 50% or more compared to last season's game between the Indianapolis Colts and New Orleans Saints.

Ticket-scalping, or selling tickets above their face value, is illegal in Arlington, Texas, location of Cowboys Stadium.

A record-Super Bowl crowd in excess of 100,000 fans is expected. That count is going to include tickets sold for the stadium's party plaza, which gives fans a chance to enjoy the festivities while watching outside the stadium on television.

The face-value cost for the party plaza was \$200.