

**The future belongs to those who act quickly...  
The first tickets for the 16th Bal en Blanc  
on exceptional presale beginning Saturday, December 12**

Montreal, December 8, 2009 – With winter just starting to make itself felt, it's already time to plan starting spring off with a bang. Essential ingredients for an excess of springtime energy, **tickets for the 16th edition of Bal en Blanc** will be offered on **early bird presale** as of **Saturday, December 12 at noon**.

This is a unique opportunity for reserving a place at the best price and above all for making sure you don't miss the great annual celebration, enlivened in the most skilful way possible by **the best-known DJs and artists on the planet**. The flagship event of **Montreal's White Party Week**, which is taking place from **April 1 to 5, 2010**, Bal en Blanc will be held in its usual setting of **Palais des Congrès** (Montreal Convention Centre) the night of **Sunday, April 4**.

The **first 500 tickets** will be offered at the special price of **\$80** (taxes included + various fees) on the **Web** at **billetsplayground.com**, **balenblanc.com** and by **telephone** at **(1.888.418.PROD)** from Monday to Friday between 10 a.m. and 5 p.m., as well as at certain **specialty points of sale** (see the list at the bottom of the page). The very much in-demand **VIP tickets** will also go on sale at the same time, at a price of **\$40** (taxes included + service charges). VIP tickets must be combined with a regular ticket for admission to the event; they provide access to a **VIP checkroom**, to a **VIP section** with complimentary fruits and snacks, and entitle the holder to **priority admission**.

Once again, **over 15,000 people are expected** at Bal en Blanc, where **two rooms** will be devoted respectively to **House** and **Tech/Trance** rhythms. The lineup, almost completed, is expected to be as solid as it gets, with a number of the greatest names in electronic dance music on hand for the proceedings, not to mention some new figures whose stars are on the rise. But hurry: in light of the ever-growing popularity of the event, tickets for the 16th edition of Bal en Blanc risk disappearing very fast.

**Details of ticket sales for Bal en Blanc 2010**

**First 500 tickets @ \$80** + \$4 (police service fee) + box-office fee (\$10.64 – Web and tel.; \$2 – points of sale) + service charges - (taxes incl.)\*

**The next 2,000 @ \$95** + \$4 (police service fee) + box-office fee (\$12.64 – Web and tel.; \$2 – points of sale) + service charges - (taxes incl.)\*

**The next tickets @ \$110** + \$4 (police service fee) + box-office fee (\$14.63 – Web and tel.; \$2 – points of sale) + service charges - (taxes incl.). Note that, if tickets remain, the price at the door will be higher than \$110.

\* It is **important to note** that ticket prices go up as soon as advertised quantities are sold out.

**Specialty points of sale:** **Il Bolero**, 6842 St-Hubert, 514.270.6065 / **Salon Stéphane Gagnon**, 1200 Amherst, Suite 102, 514.844.6287 / **Toxik: Eaton Centre**, 514.845.3710 / **Blended Productions: JF** – 514.567.9096 / **Dave Beaulieu**: 514.772.0514 / **Toxik: Mail Champlain (Brossard)**, 450.465.1941 / Quebec City area – **Productions Underground**: 418.523.1482 / Trois-Rivières and Sherbrooke – **Productions R.A.M.:** **819.996.0851** / Gatineau and Ottawa – **Le-Bog Communications:** **613.282.5085** / Toronto – **Blended Productions:** 416.660.7395.

**Info for the public:** productionsplayground.com; Facebook: BAL EN BLANC 2010, 16<sup>E</sup> ÉDITION / Myspace: myspace.com/balenblanc / Twitter: twitter.com/balenblanc  
E-mail: info@productionsplayground.com