

FOR IMMEDIATE RELEASE

Contact: Susan Kirkpatrick
susan@cenergycom.com
716-835-1465/cell 716-866-8002

Record Number of Digital Tickets Sold and Redeemed for Elton John/Billy Joel Show in Houston

Fans, Venues, Promoters and Artists Embracing New Digital Technology

Cleveland, Ohio, March 30, 2009 –The Elton John/Billy Joel show held at the Toyota Center in Houston last week had the greatest number of digital tickets sold and redeemed in history. Over 80 percent of the tickets were digital, indicating a growing acceptance of the new technology by fans, venues, promoters and artists. Fans were able to purchase digital tickets using the patented Veritix Flash Seats® technology, the most comprehensive, efficient digital ticketing method available.

Over 12,000 fans purchased digital tickets through Flash Seats® and entered the venue using their drivers license or credit card. With Flash Seats, fans could transfer tickets to friends instantly or sell their tickets on the Toyota Center website, a secure, venue-supported site. Marketplace buyers could be assured that the digital tickets were authentic, and then entered the venue using their own identification. The digital technology also allowed the Toyota Center to know exactly who was in every seat, where and when the transaction took place and at what value, while affording convenience and security to the fan.

Fans, artists and venues have recently voiced concerns regarding the potential for excessive charges and uncertainty about the true source of the ticket sellers for other shows. Through Flash Seats® technology, a dynamic ticketing alternative is available for primary and secondary ticketing that takes place in a controlled, secure and branded environment. The technology offers more control and benefits for the fan, the artist and the venue.

According to Doug Hall, Vice President and General Manager of the Toyota Center, “This was by far our largest digital ticketing event. It was the first time I have ever been associated with an event when the number of digital tickets far outweighed the number of paper tickets issued. We have seen an increase in our fans’ adoption of Flash Seats and look





forward to its continued growth and our increased ability to use the tools it provides us as marketers and service provider to our fans.”

According to Jeff Kline, President of Veritix, “Digital ticketing has reached the point of mass adoption – as the fact that 80 percent of concert goers used Flash Seats for this event.” The Toyota Center has been a great partner and, together using the Flash Seats technology, we have been able to extend and enhance the life of the fan experience. We believe that the advantages that Flash Seats® offers to the fans, the venues and the artists provide a unique and growing platform.”

In addition to the Elton John/Billy Joel show, Flash Seats® has processed over 1 million seats, facilitated over 600,000 transfers, and generated over 2.8 million unique user profiles for teams and venues. Currently, Flash Seats® is used by the Cleveland Cavaliers, Houston Rockets and Rio Tinto Stadium and Real Salt Lake Soccer Club. The Flash Seats® platform has been used recently at the Toyota Center for other high profile artists such as the Eagles, Britney Spears, Nickelback and Fleetwood Mac.

About Veritix/Flash Seats®

Veritix provides the most dynamic digital ticketing, event marketing, and relationship management applications to artists, professional sports teams, Universities, arts organizations, and entertainment venues. The Veritix ticket and event marketing solutions offer clients and partners an integrated primary and secondary ticketing platform to manage their entire ticket inventory, and create rich behavioral profiles on past and potential ticket buyers. Veritix's Flash Seats™ digital ticketing technology has revolutionized the sports and live entertainment industry by enabling paperless venue access while allowing artists, team owners, and venue operators to regain control of their secondary market.

