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Veritix Flash Seats[®] Used to Offer Digital Tickets to Students at the 2009 NCAA Men's Final Four[®]

Technology Protects Against Scalping and Ensures Seats Go Only to Students

Cleveland, Ohio, April 16, 2009 – Veritix Flash Seats[®] recently provided digital ticketing services for new specially-priced student tickets distributed at the 2009 NCAA Men's Final Four held April 4 and 6 in Detroit.

By using the comprehensive, patented digital ticketing platform for their special student ticketing, the NCAA was able to ensure that only the students designated to sit in the first-ever Final Four student sections could purchase tickets and enter by swiping the credit card used to purchase the student ticket. These students were also only able to receive a ticket by registering a valid student email address ensuring that only the appropriately registered students used tickets meant for the designated student sections.

Schools that advanced to the NCAA Sweet 16[®] of the NCAA tournament sent electronic notification to their students to allow them to purchase tickets if their team advanced to the Men's Final Four. Each of the Sweet 16 schools was provided a unique Web site to allow students to purchase tickets in the student section, with Flash Seats[®] as the only method of delivery. If their school did not make the Men's Final Four, the students' credit cards were not charged and the tickets were eliminated. Using a digital ticketing method proved to be secure and convenient because the digital tickets could be adjusted and tailored to only those schools that made the Final Four.

By using Flash Seats[®] technology, the NCAA was able to oversee the ticketing process, so that students were unable to transfer or sell tickets, eliminating the possibility of ticket misuse and providing the NCAA with an understanding of who was in each and every student seat.



According to LJ Wright, Director of the Division I Men's Basketball Championship, "Flash Seats® gave us control and flexibility for the first-ever designated student sections at the Men's Final Four, and we were very pleased with the results. Veritix helped us to ensure that seats intended for students would be filled by the students."

Jeff Kline, president of Veritix commented, "We were very pleased to work closely with the NCAA to provide the platform that gave them flexibility, control and convenience. Digital ticketing is becoming more accepted and in demand. Teams, schools and venues have come to expect and rely on the convenience and security of the Flash Seats platform."

In addition to the 2009 NCAA Men's Final Four, 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 throughout the United States including the Cleveland Cavaliers, Houston Rockets and all events at the Houston Toyota Center and Rio Tinto Stadium and the Real Salt Lake Soccer team in Salt Lake City, Utah.

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.

About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletics opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit www.NCAA.org



and www.NCAA.com for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes.

The NCAA is proud to have the following elite companies as official Corporate Champions - AT&T, Coca-Cola and Pontiac-and the following as official Corporate Partners - Enterprise, Hershey's, The Hartford, Lowe's, Sheraton and State Farm.

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