



**FOR IMMEDIATE RELEASE**

**Contact: Susan Kirkpatrick**  
[susan@cenergycom.com](mailto:susan@cenergycom.com)  
716-835-1465/cell 716-866-8002

**Veritix Chosen as the Exclusive Platform for Smith's Tix, The Utah Jazz and all EnergySolutions Arena Events in Salt Lake City**

*Deal includes events at major arenas, sports teams, amphitheaters and other entertainment venues*

Cleveland, OH, September 22, 2009 – Smith's Tix today announced that it has chosen Veritix as the exclusive ticketing provider for all Smith's Tix clients. This includes all events at the EnergySolutions Arena, including the Utah Jazz; USANA Amphitheatre; Miller Motorsports Park; Spring Mobile Ballpark, Utah Valley University and others in the Utah area.

In addition, Veritix's patented Flash Seats® technology will be the exclusive digital ticketing platform used for digital and secondary market ticketing. Flash Seats® provides a dynamic ticketing alternative for both primary and secondary ticketing that takes place in a controlled, secure and branded environment. The Flash Seats® technology is currently used in Salt Lake at Rio Tinto Stadium and Real Salt Lake Soccer Club.

The Veritix Ticketing & Event Marketing Solution is state-of-the-art, user friendly, and based on the foundation that knowledge about your customers is power. Clients are able to train faster, work more efficiently, communicate with their customers more effectively, and drive more ticket sales. This is done through Veritix's advanced ticketing tools such as a touch-screen, graphics-based box office interface, a fully integrated Contact Management System, and revolutionary digital functionality. Furthermore, with

the ability to fully customize the ad/sponsorship and up-sell campaigns of online pages, clients are empowered to create countless avenues of new revenue.

Flash Seats® offers more control and benefits for the fan, venues and the artist or team. Fans benefit from the convenience of entering a venue with the swipe of a credit card or driver's license, without worry of lost, stolen or counterfeit tickets. They also have the ability to transfer or sell their single or season tickets instantly in a secure manner. Artist's teams and venues benefit from technology that allows them to know exactly who is in each seat, allowing for more targeted marketing and customer service efforts.

Tickets for all events will be available at Smith's Food and Drug Stores ticketing locations, by visiting <http://www.smithtix.com> or calling (800) 888-8499. Smith's is a long time partner of DataTix providing more than 40 locations throughout Utah to purchase tickets.

Jim Olson, Senior Vice President of the Utah Jazz and EnergySolutions Arena added, "We are excited to team up with Smith's Tix and use the Veritix platform to enhance the service and experience for our fans. We are committed to providing the most dynamic and complete solution and experience to our fans. Both Smith's Tix and Veritix share that commitment. The opportunity to utilize Flash Seats® for digital ticketing means we know who is attending our events, how much they paid for each seat and exactly where it came from. We always look out for the best interests and service to our fans. This platform is consistent with our goals."

Dee Dee Hill, General Manager of Smith's Tix said, "We chose Veritix as our new ticketing solution because of their commitment and experience in providing the most comprehensive and complete ecommerce/ticketing platform available today. The Veritix primary ticketing solution and their Flash Seats® Digital ticketing product give us the unique ability to provide our wide range of clients with opportunities to extend their relationship with their fans and increase their business. The system allows us to capture data about ticket buyers and market to them in the most efficient way possible."

Jeff Kline, President of Veritix, commented, “We are thrilled to welcome Smith’s Tix to our growing list of clients and to work with the major arenas, professional sports teams, amphitheatres as well as some of Salt Lake City’s most prominent theatres, clubs and entertainment venues. We look forward to helping them all grow their respective businesses and taking advantage of our integrated ticketing and information technology platform.”

Flash Seats® has processed over 2 million seats, facilitated over 750,000 transfers, and generated over 4 million unique user profiles for teams and venues. Flash Seats® is currently in use by the Cleveland Cavaliers, Houston Rockets, Denver Nuggets, Colorado Avalanche, Colorado Rapids Soccer Club and Rio Tinto Stadium and Real Salt Lake Soccer Club. It is also used for special student ticketing for the NCAA Men’s Final Four College Basketball Tournament.

#### 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.

# # #