

For Immediate Release

Venues and Artists Leverage Veritix's Patented Digital Ticketing and Transfer Technology

Veritix's Flash Seats® Provides Financial and Marketing Advantages

Cleveland OH, September 30, 2008 – Artists, sports teams and venue operators are discovering the revolutionary advantages in using Veritix's exclusive and patented Flash Seats® digital ticketing, including revenue generation and marketing capabilities, that are not available through other paperless ticketing options. Flash Seats® technology allows for the purchase and transfer of tickets in digital format, allowing venue operators the ability to offer fans the convenience of paperless ticketing, while enjoying marketing and financial benefits that a digital transfer system provides. Through Flash Seats® digital purchase and transfer system, venue operators have access to valuable marketing information to build fan profiles and relationships with patrons since they now know exactly who is in each and every seat. Research shows that 60 percent of those attending sports events are not the original purchaser of the ticket. In addition, only Flash Seats® offers an artist, team or venue the opportunity to provide a secure, branded and controlled trading environment as well as the ability to capture and control fees, which creates a significant and new revenue stream

To date, Flash Seats® has processed over 350,000 seats, facilitated over 250,000 transfers, and generated over 1.3 million unique user profiles for teams and venues including the Houston Toyota Center for all events, to season ticket holders of Cleveland Cavaliers games and to fans of Real Salt Lake, the major league soccer team and stadium for all events in Salt Lake City.

“Flash Seats® has considerably changed how we look at event ticketing,” said Doug Hall, Vice President and General Manager of the Houston Toyota Center. “By providing our primary and secondary customers with the convenience of a paperless method of ticket delivery, we eliminate any concerns over fraudulent, lost or stolen tickets. We are able to provide a team or venue supported secure marketplace where fans can buy and

sell tickets. Furthermore, we have the added benefit of knowing who our true customer is and we can tailor our customer service and marketing efforts much more effectively.”

Not all digital ticketing systems offer these transformational advantages. Some recently introduced paperless ticketing options are simple venue entry access mechanisms.

Without the ability to electronically sell or transfer tickets, venue operators do not enjoy the large financial and marketing benefits that Flash Seats® unique system provides.

Customers simply buy tickets online, create an account at a venue-specific account and then, when entering the arena, swipe one of the provided identification cards through a hand-held device and a commemorative seat locator is issued. The entire process allows fans quick access into the arena without the concern of fraudulent, forgotten, lost, or stolen tickets. Fans can also transfer, trade or sell tickets through their online account, which then provides information to the venue operator about the new ticket holder.

“Veritix’s Flash Seats® technology is a win-win for fans, artists and venue operators,” said Jeff Kline, President of Veritix. “Flash Seats is providing clients with the ability to understand their fan base and provide a superior level of marketing and customer service. Venue operators, teams, artists and the fans all enjoy a superior level of convenience, control and the security.”

About Veritix

Based in Cleveland, Ohio, Veritix provides the most dynamic digital ticketing, event marketing, and relationship management applications to artists, professional sports teams, universities, arts organizations, and entertainment venues around the world. The Company’s Vertical Alliance™ and Flash Seats® 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 and allowing artists, team owners, and venue operators to regain control of their secondary market.

For additional information, please visit www.veritix.com or call 216-466-8082.

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