

## **Veritix to Become Exclusive Ticket Provider to Quicken Loans Arena, Cleveland Cavaliers and Lake Erie Monsters starting October 1<sup>st</sup>**

### **Move to Paperless Digital Ticketing Will Offer Fans Convenience and Security in Both the Primary and Secondary Market Places**

Cleveland, OH— Veritix, the sports and entertainment industry's leader in digital ticketing and relationship marketing applications, will become the exclusive ticket service provider for both primary and secondary market ticket sales for Quicken Loans Arena, the Cleveland Cavaliers and Lake Erie Monsters beginning October 1, 2009. All fans will now have the convenience of the easiest, most user-friendly electronic purchasing process available and paperless venue access, along with a secure and officially-sanctioned on-line marketplace for transferring and selling tickets.

Veritix's patented Flash Seats® technology, which was launched by the Cavaliers as an exclusive benefit for season ticket holders in 2006, will now be utilized for all arena events including concerts, special events, family shows and the Lake Erie Monsters. Fan benefits include:

- Convenience of entering The Q with the swipe of a credit card or driver's license
- Eliminates worry of lost, stolen or counterfeit tickets.
- Tickets can be purchased digitally, so no need to print at home or stand in line for will call.
- Ability to transfer or sell single or season tickets instantly in the only authenticated, team-guaranteed online secondary marketplace.
- 24 hour support system

“Veritix is ahead of the industry curve and we're very excited to offer the best ticket service in the business to our fans for both the primary and secondary ticket marketplaces,” said Len Komoroski, Cavaliers and Quicken Loans Arena president. “Soon, all of our fans, for the whole scope of events that happen at The Q, will be able to enjoy the Veritix Flash Seats technology and find out why our Cavs season ticket holders that have already used Flash Seats gave it an approval rating of over 98%.”

-more-

Flash Seats® will provide a dynamic ticketing platform for both primary and secondary ticketing marketplaces in a controlled, secure and branded environment. Not only will Veritix offer great benefits for fans visiting The Q, but Veritix applications will allow the Cavaliers, Monsters and Quicken Loans Arena event marketing and sales business teams the flexibility to create the most dynamic digital ticketing, event marketing, special offer and relationship management applications possible. In addition, significant marketing partnerships and branding opportunities open the doors to new revenue generating freedom.

“Veritix’s Flash Seats® technology is a win-win for fans, artists, teams and venue operators,” said Sam Gerace, Veritix CEO. “Flash Seats provides our 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 security.”

Beginning October 1<sup>st</sup> fans will purchase tickets powered electronically by Veritix to all Quicken Loans Arena events online, at retail locations and at a designated kiosks, as well as the Quicken Loans Arena box office. Fans will also be able to purchase tickets by phone. Specific details regarding retail locations, kiosks and the purchase by phone service will be announced later this summer. Fans that have already purchased tickets to concerts and arena events occurring after October 1<sup>st</sup> will still be able to use the tickets they already have. No exchanges are needed.

**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 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. Veritix clients include Kroenke Sports Enterprises’ Paramount Theatre, Dick’s Sporting Goods Park, Colorado Rapids, Pepsi Center, Denver Nuggets, Colorado Avalanche, Colorado Crush and the Colorado Mammoth—in addition to the Cleveland Cavaliers, Houston Toyota Center and the Houston Rockets, Rio Tinto Stadium and Real Salt Lake Soccer Club, Texas A&M, Boise State University, Oral Roberts University, and the 2009 NCAA Men’s Final Four.

For additional information, please visit [veritix.com](http://veritix.com) or call 216-466-8082.

- [theQarena.com](http://theQarena.com) -    - [cavs.com](http://cavs.com) -    - [LakeErieMonsters.com](http://LakeErieMonsters.com) -    - [veritix.com](http://veritix.com) -