

For Immediate Release

KROENKE SPORTS ENTERPRISES TO MOVE TICKETING OPERATIONS FOR PEPSI CENTER, DENVER NUGGETS AND COLORADO AVALANCHE TO VERITIX IN 2009

With new ticketing innovation, Kroenke to improve customer relations and drive additional ticket sales

Denver, CO – July 30, 2008 – Kroenke Sports Enterprises announced today that it has extended its long-term partnership with Cleveland-based Veritix, the sports and entertainment industry's leader in digital ticketing and relationship marketing applications. Currently Veritix is the exclusive provider of ticketing services for Paramount Theatre, Dick's Sporting Goods Park and the Colorado Rapids. The agreement will expand the existing relationship between the two organizations to include the Pepsi Center, the Denver Nuggets, the Colorado Avalanche, the Colorado Crush, and the Colorado Mammoth, beginning in July of 2009.

“Since partnering with Veritix prior to the opening of our soccer stadium, our expectations have been exceeded time and time again”, said Paul Andrews, Executive Vice President of Kroenke Sports Enterprises. “As we evaluated the future of our entire ticketing operation – and particularly the continued growth of our ticketing services company, TicketHorse – it was clear that only Veritix could provide the necessary combination of innovative technology, brand ownership, and superior service. In the end, the decision to expand the relationship was easy.”

In February of 2007, Kroenke Sports Enterprises announced a new partnership with Veritix to provide technology for the company's newly established ticketing services organization, TicketHorse. The agreement, which was awarded following an 18-month due diligence process, set forth an initial phase of evaluation, during which time Veritix would service only Dick's Sporting Goods Park, the Colorado Rapids, and the Paramount Theater. Under the terms, the remaining properties owned or managed by Kroenke Sports would be considered for future expansion, based on Veritix's overall performance. Earlier this year, Kroenke began its second-round evaluation of Veritix, and promptly concluded that the company would serve as the exclusive ticketing partner for all Kroenke Sports properties.

Beginning in July of 2009, the Pepsi Center, the Nuggets, the Avalanche, the Crush, and the Mammoth will begin utilizing Veritix's Vertical Alliance™ platform. As a result, box office managers will be empowered to improve efficiency and customer service by applying Veritix's graphics-based, touch-screen box office application, and venue kiosks. Additionally, team and venue marketing managers will have the opportunity to improve fan relations and drive effective sales campaigns, using Veritix's Ticket & Event Management back office solution.

“Over the last 18 months, the entire team at Veritix has worked diligently to help Kroenke Sports promote their many brands, and improve their overall ticketing operations,” said Guy Villa, Vice President of Sales at Veritix. “We are honored to now have the opportunity to extend those same efforts to their additional properties, and we look forward to continuing to provide their organization with the most innovative and dynamic ticketing technology on the market.”

About Kroenke Sports Enterprises:

Kroenke Sports Enterprises is the Rocky Mountain West’s leading provider of live and broadcast sports and entertainment. KSE owns and operates Denver’s Pepsi Center arena, Dick’s Sporting Goods Park stadium and historic Paramount Theatre, as well as the NBA Denver Nuggets, NHL Colorado Avalanche, NLL Colorado Mammoth and MLS Colorado Rapids. KSE also owns and operates the Altitude Sports & Entertainment regional sports network, Opera Shop theatrical production company, Altitude Authentics retail operation and a number of other sports, entertainment and real estate properties. KSE is a partner in the AFL Colorado Crush.

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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