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Veritix™ Chosen to Provide Advanced Primary Ticketing Services, Ticket Applications for Select NCAA Championships, and Use of Paperless Ticketing for the Final Four

Indianapolis, Ind. -- The NCAA today announced it has selected Veritix™ for a multi-year agreement to provide primary ticketing services for future NCAA Championships, along with advanced ticketing registration for select NCAA Championships, and continued use of Flash Seats technology. The announcement was made jointly by Greg Shaheen, NCAA Senior Vice President for Basketball and Business Strategies, and Jeff Kline, President of Veritix™. The agreement goes into effect for the 2010-11 season.

“Veritix™ has an outstanding technology platform that will provide a convenient and safe ticketing purchase experience for our fans, and we look forward to using the Veritix platform to enhance the fan experience with the NCAA,” said Shaheen. “In the past two years, our use of Flash Seats® at the Men’s Final Four has allowed us the control and flexibility we need to ensure that our specially-designated courtside sections are filled by students. We look forward to growing that success with the Veritix platform in the coming years.”

As part of the agreement, Veritix™ will handle advanced primary ticket sales for select NCAA championships. Veritix will also provide advanced ticket applications for select championships, including the Men’s and Women’s Final Fours (basketball) and the Men’s Frozen Four (hockey). This will be the third consecutive year that the NCAA will use Veritix’s patented Flash Seats® technology, which is the paperless ticketing platform for student sections at the Men’s Final Four.

For Veritix, the expansion of its relationship with the NCAA is further evidence that its ticketing platform provides a dynamic, convenient, safe and reliable experience for fans. “We are thrilled to continue our successful two-year relationship with the NCAA,” said Jeff Kline, President of Veritix™. “We look forward to working with the NCAA to provide the best ticketing experience for fans, and we believe our ticketing platform is the most secure, robust and fan-friendly in the industry. We are honored that an organization with the stature and commitment of the NCAA has chosen our platform to sell tickets for its Championship events.”

About Veritix™

Veritix™ provides the most dynamic paperless ticketing, event marketing, and relationship management applications to artists, professional sports teams, universities, arts organizations, and entertainment venues. Veritix has the only patent-protected, fully-integrated paperless ticketing

platform—Flash Seats®--which 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. 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. The Veritix ticketing platform lets clients truly take ownership of their ticketing operations and build better relationships with their customers and fans.

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.

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