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Compuware Arena Selects Veritix® for Ticketing Services

PLYMOUTH, Mich. – Compuware Arena, home of the OHL Plymouth Whalers, today announced it has chosen Veritix®, the state-of-the-art paperless ticketing, event marketing and relationship management technology company, to provide ticketing services, including the exclusive Veritix product Flash Seats®.

The Veritix ticketing solution gives Compuware Arena the ability to collect data from every purchase and use this information to better market to fans. Data collection also provides the platform for customer retention programs, client relationship management, and more effective marketing programs. The Veritix platform allows the arena and team to maximize fan outreach and retention.

The partnership with Compuware Arena is an exclusive, multi-year agreement.

“Veritix gives us the ability to take their technology and put the Compuware Arena and Plymouth Whalers brand on it,” said Dennis Moore, vice president of finance and administration for Compuware Arena. “Offering paperless tickets via Flash Seats – where fans can safely and simply buy, manage, sell or transfer their tickets online – gives us a significant advantage in the market and distinguishes us in the industry. This kind of service will enhance our reputation as one of the most innovative, fan-friendly organizations in the region.”

Flash Seats® gives ticket buyers the opportunity to eliminate traditional paper tickets, and select a convenient form of ID that they already carry with them, such as a driver’s license or credit card, as their method of entry to a given event.

“Our ticketing solutions are gaining more and more traction in the market as fans discover how easy it is to buy, sell and transfer seats, and entertainment organizations understand the wide spectrum of services and information available through the Veritix platform,” said Guy Villa, vice president of sales for Veritix. “We look forward to partnering with Compuware Arena as one of the premier facilities in the Detroit area.”

Veritix currently provides full paperless ticketing services to major venues across the U.S., including Quicken Loans Arena (Cleveland), Toyota Center (Houston), Energy Solutions Arena (Salt Lake City), Pepsi Center (Denver), Dick’s Sporting Good Park (Denver) and Paramount Theatre (Denver); four National Basketball Association teams, including the Houston Rockets, Denver Nuggets, Utah Jazz and Cleveland Cavaliers; the National Hockey League’s Colorado Avalanche; the American Hockey League’s

Lake Erie Monsters and Houston Aeros; and Major League Soccer's Real Salt Lake and Colorado Rapids. The company also signed an agreement to provide paperless ticketing services for National Collegiate Athletic Association (NCAA) championship events.

Veritix is owned by Dan Gilbert, Quicken Loans Founder and Chairman, and Compuware Arena is owned by Peter Karmanos, Chairman of Compuware Corporation. The agreement between Veritix and Compuware Arena is another in a long line of initiatives that unite two of Southeast Michigan's leading entrepreneurs.

Karmanos and Gilbert continue to work together to transform downtown Detroit into an exciting and dynamic urban core where young professionals come to work, live and play. Most recently, Quicken Loans and Compuware collaborated with DTE Energy, Blue Cross Blue Shield of Michigan and Strategic Staffing Solutions on the Live Downtown program, a monetary incentive for their team members to buy or rent housing in downtown Detroit.

About Compuware Arena

Compuware Arena is a state of the art, ice sports facility. Set on 30 acres of beautifully landscaped property and surrounded by woods and natural wetlands, visitors are treated to a superior experience. Along with the Plymouth Whalers, Compuware Arena is home to the Detroit Compuware AAA Youth Hockey Club, and Detroit Catholic Central High School Hockey. The arena is also available for concerts, ice shows, high school graduations, trade shows and much more.

Compuware Arena encompasses approximately 170,000 square feet with one main seating level, private suites and press boxes. The creative design of the arena affords the opportunity to provide 3,504 seats for Ontario Hockey League games and 4,500 seats for concerts and other performances.

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.

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