



**For Immediate Release – September 28, 2011**

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**2011 WORLD TEAMTENNIS SMASH HITS PRESENTED BY GEICO SELECTS VERITIX® TO  
PROVIDE TICKETING SERVICES**

Cleveland – Veritix®, the state-of-the-art paperless ticketing, event marketing and relationship management technology company, has been selected to provide ticketing services for the “2011 World TeamTennis Smash Hits presented by GEICO.”

WTT Smash Hits has raised more than \$10 million for the Elton John AIDS Foundation (EJAF) and various local AIDS charities since 1993. This year’s one-night all-star tennis event will benefit EJAF and the AIDS Taskforce of Greater Cleveland. The WTT-formatted tennis match, which will be held Oct. 27, 2011 at Public Hall in Cleveland, will feature legendary players such as Andy Roddick, Martina Navratilova, John McEnroe, Amelie Mauresmo and Jan-Michael Gambill. The 2011 event is produced by World TeamTennis in association with the Greater Cleveland Sports Commission.

Tickets, which range from \$25-105, are currently on sale. To order tickets:

- Online Purchases - Go to [WTT.com/SmashHits](http://WTT.com/SmashHits) and click on the “buy tickets” link or click the Smash Hits Tickets button from WTT.com homepage
- Phone Purchases - Call 866-994-4436; For groups of 10 or more, call (212) 586-3444
- AMEX, MasterCard, Visa and Discover accepted

“WTT Smash Hits has long been a successful fundraiser for the Elton John AIDS Foundation and local AIDS organizations in our host cities. This year we are pleased to bring the event to Cleveland for the first time ever and to help benefit the AIDS Taskforce of Greater Cleveland,” said Kerry Schneider, Director of Marketing and Sponsorship Services for World TeamTennis. “Partnering with Veritix for our ticketing services provides convenience for our donors and patrons, making it easier than ever to obtain tickets and support this worthy cause.”

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.

\*Players and program subject to change

### **About Veritix<sup>®</sup>**

Veritix<sup>®</sup> 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<sup>®</sup> – 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 WTT**

World TeamTennis (WTT), headquartered in New York City, showcases both the best in professional and recreational team tennis. Co-founded by Billie Jean King, the WTT Pro League presented by GEICO features the biggest names in the world playing the innovative coed team format. The WTT Recreational League presented by GEICO also operates coed team leagues and events. The United States Tennis Association is a minority owner and promotional partner of World TeamTennis. For more information, visit [www.WTT.com](http://www.WTT.com).

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