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Veritix® Extends Relationship with Boise State University

Bronco Stadium, Taco Bell Arena and The Morrison Center to Continue Using Veritix® Platform at Idahotickets.com for all BSU Sporting and Entertainment Events

Cleveland, OH -- Veritix®, the state-of-the-art digital ticketing, event marketing and relationship management technology company announced today that it has extended its relationship with Boise State University (BSU). BSU will continue to use the Veritix® platform to support Idahotickets.com the site that sells tickets for all BSU sports and entertainment events at Bronco Stadium, Taco Bell Arena and The Morrison Center.

“We are very pleased to extend our partnership with Veritix®,” said Anita Guerricabeitia, Assistant Athletic Director Ticket Operations at Boise State. “The Veritix® technology and team are very responsive to the ever-changing needs and requirements of the ticketing space. Their platform has certainly helped us sell more tickets and create better relationships with our fans.”

For Veritix®, the extension of the relationship with BSU is further evidence that its ticketing platform provides a dynamic, convenient, safe and reliable experience for fans. Whether for all their sports teams or the variety of live entertainment events that Boise State venues host throughout the year, the Veritix® platform provides a dynamic, data rich and university branded ticketing and technology environment.

“Boise State has been a long-time client and great partner,” said Jeff Kline, President of Veritix®. “They continue to push the envelope and use the Veritix® platform in ways that help sell tickets and gather information about their fans in the most effective and productive ways. We look forward to working together for many years to come and appreciate their expertise and ongoing support.”

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 Boise State University

Boise State University (BSU) is a public university located in Boise, Idaho. Originally founded in 1932 by the Episcopal Church, the university became an independent institution in 1934, and has been awarding baccalaureate and master degrees since 1965. As of 2010, the university has over 75,000 living alumni.

For 2010, BSU was ranked #51 regionally (*U.S. News & World Report*)[1] and #545 nationally (*Forbes*). Boise State offers 201 degrees in 190 fields of study and has more than 100 graduate programs. With nearly 20,000 students, Boise State is both the largest and fastest-growing institution of higher education in the state of Idaho.

The university's athletic teams, the Broncos, participate in NCAA Division I athletics (FBS for football). The Boise State football team has garnered national attention in recent years for winning the 2007 and 2010 Fiesta Bowls, and for finishing four of the last five seasons ranked among the top ten teams in the national BCS rankings.

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