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Dover Motorsports Picks Veritix™ for Integrated Primary and Secondary Ticketing Services

CLEVELAND – Dover Motorsports, a leading promoter of motorsports events with world-class venues in Dover, Del., Nashville, and St. Louis., today announced it has chosen Veritix™, the state of the art digital ticketing, event marketing and relationship management technology company, to provide primary and secondary ticketing services.

“Veritix has a proven track record as a leader in the industry, and we’re proud to partner with them,” said Mark Rossi, vice president of sales and marketing for Dover Motorsports. “Our goal is to give our customers a well-rounded, fan friendly experience, and that starts with the ticket purchasing process. With Veritix, we’re confident that their services will improve our customer service abilities.”

The partnership is an exclusive, multi-year agreement.

“Dover Motorsports is one of the racing industry’s premier track operators and event promoters and we look forward to enhancing the fan experience by providing a convenient, secure ticketing solution,” said Bobby Whitson, director of sales for Veritix. “Digital ticketing continues to grow as fans discover how easy it is to buy, sell and transfer seats and to enter an arena without having to worry about paper tickets. Much like digital ticketing in the airline industry, digital ticketing in sports and entertainment is poised for explosive growth.”

Veritix™ is the ticketing industry’s only company providing a patented integrated electronic ticket marketplace – Flash Seats®– allowing for the safe and secure transfer and resale of tickets in a team, artist or venue-branded marketplace. This technology also grants 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. Those same customers can then manage their tickets electronically – either online, or with the help of a trained Veritix™ call center agent – enabling secure and instantaneous ticket re-sales and transfers. As a result, teams, artists and venues have visibility into every stage of the ticket lifecycle.

Veritix™ currently provides full digital 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 recently signed an agreement to provide digital ticketing services for National Collegiate Athletic Association championship events.

About Dover Motorsports, Inc.

Dover Motorsports, Inc. (NYSE: DVD) is a leading promoter of motorsports events in the United States. DVD subsidiaries operate three tracks in three states, and present several hundred motorsports events each year. This includes 14 major, national events which include races sanctioned by NASCAR and the NHRA. Dover Motorsports, Inc. owns and operates Dover International Speedway in Dover, Del., Gateway International Raceway near St. Louis, Mo., and Nashville Superspeedway near Nashville, Tenn. For further information log on to www.DoverMotorsports.com.

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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