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Veritix[®] Relationship with NCAA[®] Yields Another Successful Ticketing Experience for the 2011 NCAA Men's Final Four[®]

Houston, TX -- Veritix[®], the Cleveland-based state-of-the-art digital ticketing, event marketing and relationship management technology company celebrates another successful ticketing experience for the NCAA Men's Final Four.

Veritix[®] worked with Reliant Stadium and the NCAA to assign and sell the more than 150,000 seats for the games over the Final Four weekend and exported all of the ticket barcodes to the stadium's system so their scanners could allow for seamless entry into the events.

For the third consecutive year, student ticketing was a primary focus for Veritix[®] at the 2011 Final Four. Flash Seats[®], the patented digital ticketing platform from Veritix[®], was the method of delivery for the student sections that were allocated to each school – Butler, Connecticut, Kentucky, and Virginia Commonwealth - by the NCAA and students had the opportunity to purchase them for \$25. These tickets, which the NCAA deemed non-transferable, were delivered electronically and students simply swiped their credit cards and showed their student IDs to enter Reliant Stadium for the games. This insured that those students that purchased the tickets got to enjoy the game.

“The expansion of our relationship with the NCAA is further evidence that our ticketing platforms provide a dynamic, convenient, safe and reliable experience for fans” said Jeff Kline, President of Veritix[®]. “We are pleased that we were able to once again provide the NCAA the best ticketing experience for fans, and honored that an organization with the stature and commitment of the NCAA has chosen our platform for such a high-profile and prestigious event as the Men's Final Four.”

Earlier this year, Veritix[®] signed a multi-year agreement with the NCAA to provide primary ticketing services for future NCAA Championships, along with advanced ticketing registration for selected NCAA Championships, and continued use of Flash Seats[®] technology.

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 athletic 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. The NCAA is proud to have the following elite companies as official Corporate Champions—AT&T, Capital One and Coca-Cola—and the following elite companies as official Corporate Partners—Buick, Enterprise, The Hartford, Infiniti, LG, Lowe's, Planters, Reese's, Unilever and UPS.

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