



**For Immediate Release – May 18, 2011**

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## **NCAA Men's College World Series® Tickets Available on Flash Seats®**

**Omaha, Neb.** -- Veritix®, the Cleveland-based ticketing technology company, will provide the technology platform to sell tickets for the games at the 2011 NCAA Men's College World Series®.

For the first time, Flash Seats®, the patented digital ticketing platform from Veritix, will be used to buy, sell, transfer and deliver tickets to the games being played from June 18-28/29 at TD Ameritrade Park Omaha.

"The CWS is a premier sporting event and the demand for tickets has increased significantly in recent years," said Dennis Poppe NCAA vice president of football and baseball. "The NCAA's agreement with Veritix provides our fans with a legitimate and safe means to purchase tickets on the secondary market."

The tickets are available on a College World Series and NCAA endorsed Flash Seats marketplace (<http://cws.flashseats.com>).

"Once again, our relationship with the NCAA gives us the opportunity to provide a dynamic, convenient, safe and reliable experience for fans – this time for college baseball fans," said Jeff Kline, president of Veritix. "It's a privilege to be working with an organization with the stature of the NCAA and obviously we welcome the opportunity to be involved in the most high-profile and prestigious events in college athletics."

Veritix signed a multi-year agreement with the NCAA in 2010 to provide primary ticketing services for 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 also 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 ticketing platform lets clients truly take ownership of their ticketing operations and build better relationships with their customers and fans.

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Veritix<sup>®</sup> 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; Major League Soccer's Real Salt Lake and Colorado Rapids and Dover Motorsports, Inc. (Dover International Speedway and Nashville Superspeedway). The company also recently signed an agreement to provide digital ticketing services for National Collegiate Athletic Association championship events.

### **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](http://www.NCAA.org) and [www.NCAA.com](http://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 - Enterprise, The Hartford, Infiniti, LG, Lowe's, Planters, Reese's, Unilever and UPS.

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