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Dover Motorsports and Veritix[®] Report Successful Race Weekends

Using Integrated Box Office System

DOVER, Delaware – Dover Motorsports, the owner/operator of the Dover International Speedway and Nashville Superspeedway, reports great success with their new ticketing partner Veritix[®] and the recently integrated box office system being used in Dover and Nashville.

“The Veritix box office system proved to be invaluable to our staff,” said Mark Rossi, vice president of sales and marketing for Dover Motorsports, Inc. “The system provides an intuitive platform that makes it easy to use and easy to train on. The touch-screen technology has helped us speed up the transaction process. We were also able to capture a great deal of data during both weekends – data that will prove valuable in our future marketing efforts.

“One of the other benefits for our management team is that the Veritix System provides real time feedback on crucial sales data. At one point, I was pulling data at a rate of every 30 seconds or so and we were able to make critical adjustments to our processes.”

The Veritix Box Office System was first used at the track in Nashville during the weekend of April 22-23, 2011 for two races – the Bully Hill Vineyards 200 NASCAR Camping World Truck Series and the NASCAR Nationwide Series.

At Dover International Speedway, the Veritix System was introduced during the May 13-15 weekend races -- the Lucas Oil 200 NASCAR Camping World Truck Series race, the 5-Hour ENERGY 200 NASCAR Nationwide Series race and the FedEx 400 benefiting Autism Speaks NASCAR Sprint Cup Series race. The Veritix System was used in conjunction with seven freestanding kiosks where fans were able to individually complete their ticketing transactions. Dover reports that 165 orders were processed at the kiosks in their first weekend of service.

Both facilities have reported the estimated average transaction completion time was 50% faster than in the past with the former system.

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“Our goal is to always provide our customers with an exceptional experience when they choose to visit our speedways,” Rossi said. “That experience begins with the purchase of a ticket. The Veritix System makes a great first impression and sets up the rest of the relationship for success. Further, the staff from Veritix gave us great support, was very patient during the implementation and made the transition a seamless one.”

Dover Motorsports partnered with Veritix, the state of the art digital ticketing, event marketing and relationship management technology company in September 2010 in an exclusive, multi-year agreement.

“Dover Motorsports is one of the racing industry’s premier track operators and event promoters and we are pleased that these initial runs with the Veritix System were successful,” said Guy Villa, vice president of sales for Veritix. “We look forward to the future with Dover as the popularity of digital ticketing continues to grow and fans discover how easy it is to enter a track using all of the Veritix systems.”

About Dover Motorsports, Inc.

Dover Motorsports, Inc. owns and operates Dover International Speedway in Dover, Del. and Nashville Superspeedway near Nashville, Tenn. Both concrete tracks are home to some of the most exciting racing in NASCAR. The legendary “Monster Mile” in Dover is known for being tough on drivers and their equipment, and has been hosting two NASCAR Sprint Cup Series race weekends each year for over 40 years. Nashville Superspeedway first opened its doors in 2001 and currently hosts two NASCAR Nationwide Series and NASCAR Camping World Truck Series doubleheader race weekends each year. 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 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.

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; 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.

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