

Veritix Secures \$100 Million Credit Facility to Accelerate Growth

CLEVELAND, Ohio - November 10, 2010 - Veritix, the state of the art digital ticketing, event marketing and relationship management technology company – today announced it has secured a new multi-year credit facility from Rockbridge Growth Equity, a private equity firm investing in financial and business services, consumer-direct marketing, and sports, media & entertainment industries. The facility, designed to support the company's growth strategy and provide financial flexibility, provides a stand-by credit line of up to \$100 million over the next five years.

“As Veritix continues to execute on its strategic business plan, this line of credit will provide an additional source of working capital,” said Samuel Gerace, Veritix Chief Executive Officer. “In addition this funding gives us the ability to remain competitive in an environment where offering significant cash advances to arenas, teams and performing artists has become common practice, and in some cases, an absolute requirement.”

“Veritix is the fastest-growing ticketing technology provider in North America. We appreciate the confidence Rockbridge has demonstrated in Veritix and its state-of-the-art technology.” The line of credit structure will allow the Company to improve liquidity as it implements integrated systems at new venues across the country.

"Veritix is bringing the first open platform to the ticketing industry," said Brian Hermelin, partner at Rockbridge. "We understand the unique capital requirements and flexible solutions companies like Veritix require. By creating a package tailored to meet Veritix's needs, Rockbridge can provide the working capital necessary as the Company continues its rapid growth."

About Veritix™

Veritix™ offers the most dynamic paperless ticketing, event marketing, and relationship management applications to artists, professional sports teams, universities, arts organizations and entertainment venues across North America. Our clients include the Cleveland Cavaliers and Quicken Loans Arena, The Houston Rockets and Toyota Center, the Denver Nuggets, Colorado Avalanche and the Pepsi Center, the NCAA, Boise State, Texas A&M University, Dover Motor Sports and more. 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 allows clients truly take ownership of their ticketing operations and build better relationships with their customers and fans. For more information on Veritix and Flash Seats, visit www.veritix.com

About Rockbridge Growth Equity

Rockbridge Growth Equity (www.rbequity.com) is a private equity firm that invests in financial and business services, consumer-direct marketing, and sports, media & entertainment industries. Rockbridge owns equity stakes in Ready Financial Group, Northcentral University and One Reverse Mortgage, and is affiliated with other leading businesses in its target sectors including Quicken Loans, the Cleveland Cavaliers, Xenith, Protect America, Fathead Title Source and ePrize.