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## **FLASH SEATS AND VERTICAL ALLIANCE INTRODUCE VERITIX**

*Recently Merged Company to Provide  
Integrated Primary and Secondary Ticketing Solution*

CHICAGO, January 30, 2008 - The newly merged Flash Seats™ and Vertical Alliance unveiled a new company name, Veritix, at the INTIX annual ticketing conference today. The new company offers the most advanced end-to-end ticketing platform in the industry, allowing teams and venues to harness the entire value of the primary and secondary ticketing market.

"This is a very exciting day for us," stated Sam Gerace, CEO of Veritix. "We are now able to go to market with one brand and a truly integrated platform for primary and secondary ticketing. Veritix allows us to offer our clients the most robust, end-to-end ticketing solution in the industry."

The name Veritix has its origins in the Latin word 'veri', meaning truth. According to Sam Gerace, "Truth in ticketing, both in who is actually attending an event and the authenticity of the ticket, is important to our clients and their customers. Teams and venues demand the knowledge of their entire fan base in order to better serve them, while patrons demand authenticity and security in the secondary ticket market."

The integration of the two ticketing companies created the industry's most advanced ticketing system, providing benefits to fans as well as the teams and venues that sell tickets to sports and entertainment

events. The new company combined Flash Seats' electronic secondary ticketing and relationship marketing tools with Vertical Alliance's advanced primary ticketing technology.

Veritix enables teams and entertainment venue operators to harness the entire value of their primary and secondary market. For the fans, or primary ticketing market, Veritix integrates ticketing, customer-relationship marketing, merchandising, kiosks, and e-commerce. To the secondary market, Veritix provides a secure, team or venue-branded online secondary ticketing marketplace where customers can buy, sell or transfer their tickets electronically to others in real-time. In all cases, the team or venue manages, and monetizes, a single customer database for the entire relationship with the customer.

"Through Veritix, teams and venue operators can build a complete fan profile that maximizes the lifetime value of the fan through true relationship marketing. The net benefits are increased revenue streams and greater operating efficiencies, while building stronger client loyalty and creating a much better fan experience," Gerace commented. He added, "Under the Veritix brand, we will continue to be a market leader through innovation, advanced ticketing technology, and relationship marketing tools."

Veritix is owned by an investor group led by Dan Gilbert, chairman and founder of Quicken Loans, the nation's largest online home lender. He is also majority owner of the NBA's Cleveland Cavaliers and operator of the Quicken Loans Arena in Cleveland. Additionally, Gilbert is majority owner of the American Hockey League's newest franchise, Cleveland's Lake Erie Monsters, and Fathead LLC, which makes life-sized vinyl wall graphics of popular sports figures and entertainment characters.

Flash Seats currently provides secondary ticket services to the Cleveland

Cavaliers and Quicken Loans Arena. Vertical Alliance clients include the Houston Rockets, the Houston Toyota Center, Boise State University and Texas A&M University.

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