



OFFICIAL COMMUNICATION FROM REAL SALT LAKE SOCCER

# NEWS RELEASE



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## *REAL SALT LAKE CHOOSES VERITIX AS LONG-TERM TICKETING SERVICES PARTNER Advanced Ticketing Technology Enables Stronger Fan Connection and More Convenient Options for Consumers*

**Cleveland, OH / Salt Lake City, UT** – Monday, July 7, 2008 – Major League Soccer’s Real Salt Lake announced today that it has entered into a long-term partnership with Cleveland-based Veritix, the sports and entertainment industry’s leader in digital ticketing and relationship marketing applications. The agreement will include Real Salt Lake’s newly constructed stadium in Sandy, Utah, the Intermountain West’s premier sporting, concert and event venue, and was reached after the Real management team concluded a comprehensive nine-month search and selection process.

“This year marks a historic chapter for our organization, and it was imperative that we select a ticketing partner that would best service our valued customers, while at the same time, empowering us with the tools and technology needed to maximize our potential,” said Bill Manning, President, Real Salt Lake. “Veritix not only presented the most compelling technology on the market, but their leadership in innovation reassured our management team that the products and services offered by Veritix would only continue to evolve with our needs.”

Real Salt Lake began its due diligence process in September of 2007 by inviting multiple ticketing service providers to participate in a preliminary Request for Information process. The field was then narrowed, and a smaller group of companies was asked to submit proposals, and provide product and service presentations to the team. The process then concluded in early June, when Veritix was unanimously selected by team ownership and management.

“Given Real Salt Lake’s successful track record of servicing its clientele, and the historic significance of a new stadium, we consider it an honor to be selected as their ticketing services partner,” said Guy Villa, Vice President, Sales, Veritix. “Veritix is driving the next wave of innovation in sports and live entertainment ticketing, and partnerships with such organizations as admirable and forward-thinking as Real Salt Lake only help to perpetuate that initiative.”

The Real Salt Lake management team credits the decision to partner with Veritix to a variety of factors, but chief among them include the ability for the organization to drive and promote their ticketing brand, numerous technological conveniences and options for consumers, and the ability for ticket sellers to use a convenient, touch-screen box office application.

“The ability for our organization to drive the Stadium’s brand is paramount,” said Manning. “Veritix not only enables us to maintain and promote our brand at all customer touch points, but they also

provide our team with the needed tools to quickly create and update our online up-sell and sponsorship campaigns. No other company was able to grant us this level of ticket marketing and brand ownership.”

**About Real Salt Lake:**

[Real Salt Lake](#), the 12<sup>th</sup> member of Major League Soccer, played its inaugural game on April 2, 2005 and currently plays its home games in Rice-Eccles Stadium. Led by Head Coach Jason Kreis, author of 108 career goals in MLS, RSL has developed a strong fan base and has consistently ranked near the top of the MLS in attendance figures over its first three years of play.

Owned by SCP Worldwide, RSL will move into a state-of-the-art, sports and entertainment facility in Sandy, Utah, this Fall, providing a stunning new home for the franchise and an energetic setting for its emerging fan base. The Real Salt Lake Stadium, located in Sandy, Utah, at the heart of the Wasatch Front, just 15 minutes from downtown Salt Lake City, is a world-class venue, seating 20,000 people for various sports, including Major League Soccer games, with capacity rising to 25,000 for concerts and other events. Other amenities include 32 luxury suites, a 2,000-square foot Stadium Club, 1,000 club seats, five locker rooms, a 60-foot Video Board, a pair of ribbon LED boards and breathtaking views of both the Oquirrh and Wasatch Mountain ranges.

The Stadium is a new class of venue in the InterMountain West, attracting events that would not otherwise visit Utah, bolstering the state’s reputation as an international sporting destination. The diversity of events attracted to the Stadium brings significant media attention, positively impacts tourism efforts and creates numerous job opportunities on both permanent and seasonal bases.

**About Veritix:**

Based in Cleveland, Ohio, Veritix provides the most dynamic digital ticketing, event marketing, and relationship management applications to artists, professional sports teams, universities, arts organizations, and entertainment venues around the world. The Company’s Vertical Alliance™ and Flash Seats™ 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. Veritix’s Flash Seats™ digital ticketing technology has revolutionized the sports and live entertainment industry by enabling paperless venue access and allowing artists, team owners, and venue operators to regain control of their secondary market.

For additional information, please visit [www.veritix.com](http://www.veritix.com) or call 216-466-8082.

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