



TicketServ announces new feature sets in version 39 of SRO

SYDNEY, 10 February 2011: TicketServ Asia Pacific today announced the release of a number of new feature sets within the SRO suite of ticketing software.

TicketServ is the exclusive distributor of SRO in the Asia Pacific region and as the new version of the version is rolled out, we continue to be impressed with the design and scope of the product. SRO or Standing Room Only, from Toptix in Israel, continues to lead the way in feature sets that deliver a comprehensive and highly manageable ticketing solution suitable for a range of ticketing operations, whether venue, agency, arts, sports, tourism or other businesses.

Some of the features announced include:

- Integrated access control within the suite providing comprehensive and secure ticket management for entry control
- Mobile platform sales where end users can purchase, select a seat and receive their ticket (barcode) via their mobile phone
- Integrated memberships with sale, renewals, gift and joint membership management
- Bundles, where a pre set combination is offered as a single item
- Packages, where the items in the basket are considered in the pricing of the package
- Offers, allows the system to 'make an offer' based on the basket contents opening up great promotional opportunities

All of these additional features support the base line areas of the software with such things as integrated web with full customisation in look and feel, view from seat, pick your seat online, business rules to provide for easy to manage operations of "what if" and "when" type sales process and a much more.

"We are very excited to see these new feature sets rolling out and responses to presentations have been so positive that it just continues to reinforce our confidence in both the software and direction that this product is taking" said Ian English, Managing Director of TicketServ Asia Pacific. *"It is great to be working with a developer that outlines what is going to happen, then delivers against that plan and also ensures that the solution meets or exceeds the market expectations"* he said.

-ends-

NOTES TO EDITOR

About TicketServ:

TicketServ Asia Pacific is the newest distributor of the globally successful SRO suite of products developed by TopTix technologies. In mid 2009 TicketServ was appointed as exclusive distributor of SRO in the Asia Pacific region to cover sales and support of the products and, along with other distributors, continue the global market expansion for TopTix. TicketServ Asia Pacific enters the Australasian market under leadership and management of a group of experienced industry specialists, supported by investment from a number of long-standing industry participants.

Based in a Sydney and 100% Australian owned, TicketServ is committed to the delivery of the best available ticket sales and management solutions to their clients while at the same

time enabling control of distribution, brand, online sales and customer interactions.

About TopTix:

Founded in 2000, TopTix is one of the world's largest ticketing software development centres. TopTix develop and license ticketing systems and software solutions for performing arts venues, movie theatres, museums, sports stadiums, theme parks, and ticketing agencies.

TopTix products are installed at over 700 prominent venues and ticketing sites in 15 countries, worldwide. TopTix technology is implemented at box offices, internet sites and portals, self service kiosks, and ticket agencies.

All ticketing solutions are based on the same powerful and versatile ticketing and CRM engine, providing an intuitive and easy to use working environment, superior customer service and marketing tools, and advanced access control capabilities. Highly adaptable and customisable, TopTix's SRO software solutions are designed to meet the requirements of all entertainment verticals. TopTix worldwide presence is maintained through a global network of business partners and distributors who offer the customer a complete turnkey solution, with not only software but all the training, local service support and customisation required.

For further information or interview requests, please contact:

Ian English
Director
TicketServ Asia Pacific Pty Ltd
P: +61 2 9212 3001
E: ian@ticketserv.com