



TicketServ launches across Asia Pacific *delivering tailored ticketing solutions*

SYDNEY, 10 February, 2010: TicketServ Asia Pacific today launched a range of technologies and services that will deliver greater flexibility and ownership of the sales process and customer data.

With the internet reshaping the ticketing industry as major venues, events, and festivals change their ticket selling plans to embrace direct to consumer sales via the web, TicketServ's technology enables greater control and reward for organisers and promoters.

The new system delivers a complete internet, mobile, e-agency and box office sales and management solution, combined with sophisticated customer relationship management (CRM), and yield management tools.

The launch follows TicketServ securing the rights as exclusive Asia Pacific distributor for the renowned SRO ticketing suite developed by TopTix Technologies. With SRO, TicketServ offers clients access to world-leading technology currently deployed and distributed to more than 700 clients, and annually transacting 10s of millions of tickets, globally.

TicketServ Managing Director, Ian English, says the company's focus is to partner with clients across Asia Pacific to deliver industry-leading ticketing solutions and services to assist them to maximise revenue opportunities and improve their customer experience at every stage.

"TicketServ has evolved out of the emerging demand from venues and event promoters to take back control of the ticketing inventory and sales as they develop direct distribution via the internet. Clients are closely following the changes in consumer behaviours that are evolving from new technologies, devices, and social networks.

"TicketServ offers them solutions to explore these new directions, with the capacity and technological stability of a major ticketing agency. We offer them the chance to manage their own inventory and box office yield, and sell under their own brand direct to consumers, just like we've seen happen with airlines, hotels and other industries globally," says English.

"The traditional ticketing agencies have done a great job of servicing major event on sales and migrating customers towards online purchasing. TicketServ's difference is that we are not a ticket agent, nor are we about influencing the way tickets are sold – our job is to enable our clients to control sales, marketing and customer relationships via various channels as they choose. We deliver this by providing world-class systems and infrastructure supported by Microsoft Certified partnerships with TopTix and Dimension Data. Put simply, TicketServ is about Your Tickets. Our Services."

TicketServ's systems and infrastructure are adaptable to the smallest of venues through to the largest of outdoor festivals, events, cinemas, and major tourist attractions. Whether it's an in-house enterprise system, a fully hosted service, or if your business has constant loads or infrequent demand peaks, TicketServ can offer the tailored solution to best service your business.

"Best of all, we are clear that they are your tickets ... our job is put your brand first and support you in developing the best possible direct relationship with your customers," says English.

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For further information on the technology, products, and services offered by TicketServ log onto www.ticketsev.com.

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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. TicketServ is a major sponsor of the 2010 Ticketing Professionals Conference held in Sydney, February 10-12.

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.

About Dimension Data

Dimension Data is a specialist IT services and solution provider currently operating in 48 countries. The company is a world leader in the provision and management of specialist IT infrastructure solutions that help its clients achieve their business goals. Dimension Data applies its expertise in networking, converged communications, security, data centre and storage, Microsoft and contact centre technologies, and its unique skills in consulting, integration and managed services to create customised client solutions. Dimension Data is Microsoft Australia's 2009 Enterprise Partner of the Year and Cisco's 2009 Data Centre Partner of the Year for Asia-Pacific.

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