

## 2010 Looks to be Positive Year for Corporate Ticket Use

### 2009 Closes out on Strong note

**LOS ANGELES (January 11, 2010)** – TicketOS ([www.ticketos.com](http://www.ticketos.com)), a corporate ticket solution provided by [RazorGator.com](http://RazorGator.com), the worldwide leader in on-demand sports and event ticket management software and services, today released its year end corporate ticket index. The index, which tracks key metrics regarding corporate ticket utilization, shows that 2010 looks to be a positive year for corporate ticket utilization and spending, with sales 75% ahead of January 2009. The year closes on a strong note with corporate owned inventory across all North America venues at 71% for December 2009, which is up 40% from December 2008.

“Despite the economic slowdown, corporations recognize the need to continue to cultivate important business relationships,” said John Wallace, General Manager of TicketOS. “Our clients are spending money strategically on events that will either activate a brand or demonstrate a positive ROI.”

He adds, “2010 presents a very unique opportunity in terms of high-profile corporate events for companies to entertain, including the BCS Championship game, Super Bowl, Winter Olympics, World Cup, Final Four, etc, and we expect that our clients will take advantage of the opportunity to entertain customers.”

For 2009, club and stadium seating averaged 71% while suite seats averaged 66%.

For January 2010, ticket utilizations look strong. “I anticipate utilizations will be in the 75-80% threshold based on college football bowls, NFL playoffs, and midseason NHL and NBA standings,” adds Wallace. Wallace has seen corporate ticket sales increase for college bowl games, and specifically the BCS, by as much as 80% over the period a year ago.

TicketOS manages corporate owned sports and entertainment tickets for fifteen Fortune 500 companies including six of the Fortune 50, and manages season and sponsorship tickets on behalf of corporations in over 300 venues and teams across North America.

According to Wallace, the following venues showed above average corporate owned ticket volumes and utilization rates in the last quarter of 2009:

Venues With The Largest Corporate Season Ticket Volume	
1	Madison Square Garden (New York)
2	Verizon Center (Washington, DC)
3	Staples Center (Los Angeles)
4	United Center (Chicago)
5	Prudential Center (New Jersey)
6	American Airlines Center

Venues With the Highest Corporate Season Ticket Utilization	
1	Land Shark Stadium (Miami)
2	Quicken Loans Arena (Cleveland)
3	Heinz Field (Pittsburgh)
4	Lucas Oil Stadium (Indianapolis)
5	TD Garden (Boston)
6	Georgia Dome (Atlanta)

(more)

	(Dallas)
7	Fed Ex Field (Washington DC)
8	Phillips Arena (Atlanta)
9	TD Garden (Boston)
10	Giants Stadium (New Jersey)

7	LP Field (Nashville)
8	Cowboys Stadium (Dallas)
9	Lambeau Field (Green Bay)
10	Arrowhead Stadium (Kansas City)

### **About TicketOS**

TicketOS is a SAAS that delivers real-time visibility into a corporation's ticket inventory in order to allocate, track and utilize tickets more efficiently and effectively than ever before and allows companies to maximize their investment in sports and entertainment sponsorships. In addition, the TicketOS offers employee purchase programs, digital ticket options, and secondary market access to tickets. For more information and a program demonstration, visit [www.TicketOS.com](http://www.TicketOS.com), e-mail [sales@TicketOS.com](mailto:sales@TicketOS.com), or call 1-800-367-8497.

### **About RazorGator.com**

RazorGator.com is the leader in Hard-To-Get® tickets for sports and entertainment events worldwide. RazorGator Interactive Group, which operates RazorGator, PrimeSport, and TicketOS, is a privately-held company headquartered in Los Angeles, California, with offices in Atlanta, Dallas, Phoenix, and India. Official partnerships with professional sports organizations include several NFL teams, the NCAA Men's Division I Basketball Championship Tournament, NCAA Men's Final Four, NCAA Women's Final Four®, NCAA Men's College World Series®, NCAA Men's Frozen Four®, Rose Bowl®, and UFC®. For more information, visit [www.razorgator.com](http://www.razorgator.com) or call 1-800-542-4466.

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### **Media Contact:**

Jean Nickerson  
 Kel & Partners  
[jean@kelandpartners.com](mailto:jean@kelandpartners.com)  
 (617) 904-9393 x.129