

## FOR IMMEDIATE RELEASE

### Media Contact:

Toni Lamb, RazorGator

310-481-3400 x1095

[toni.lamb@razorgator.com](mailto:toni.lamb@razorgator.com)

# RazorGator Makes the Must-Have Ticket Easier to Manage for Fortune 1,000 Companies

## **TicketOS full-service software program manages ticket inventory for companies with focus on increasing control, reducing costs, and maximizing ROI**

**Los Angeles, CA (October 1, 2008)** – Cumbersome spreadsheets. Over-stuffed desk drawers with envelopes full of tickets. Countless requests. Tracking and recording malfunctions.

Welcome to the life of a company ticket manager. Hundreds upon hundreds of companies own thousands upon thousands of tickets to sporting and entertainment events. But someone has to manage where those tickets are, who's using them and where they're going.

Sounds glamorous, but it's a job no one wants. To the rescue of human resource organizations, corporate sponsorship teams, marketing professionals and resident ticket handlers at businesses worldwide is a solution to the ticket torture. It's called TicketOS.

TicketOS is a pioneering ticket management platform introduced to *Fortune 1,000* companies by RazorGator. An all-new, enhanced version of the ground breaking software is now available with even more ways for companies to save money on their corporate sponsorship and season ticket inventories.

To demonstrate the improved efficiency of its most recent software upgrade package, the company re-launched [www.TicketOS.com](http://www.TicketOS.com), which now features a sleek design and an interactive flash demonstration that educates visitors on the benefits and advantages of the proprietary software of TicketOS.

"The sports sponsorship portfolios of today's *Fortune 1,000* companies are as robust as ever, but in the current economic climate it's even more important for them to maximize their return on sponsorship investments and season tickets," says General Manager and Vice President of TicketOS John Wallace. "TicketOS is a valuable asset for our clients, saving them millions of dollars by removing inefficiency and waste from the system."

"Better. Faster. Cheaper. That is the service we deliver to our clients," said Wallace.

RazorGator launched its TicketOS platform in 2006 to help corporations take control of sponsorship investments that included substantial ticket inventories for sporting and entertainment events. TicketOS increases organizational control over those portfolios by loading them in a web-based system that can be managed from any PC anywhere in the world. Brand new to the service is the TicketOS Concierge<sup>SM</sup> that provides cost-cutting discounts to companies while giving their employees access to an exclusive TicketOS-only inventory of Hard-To-Get<sup>SM</sup> tickets at a good price through RazorGator. Featuring real-time tracking of all tickets in the system, TicketOS also helps companies maximize their return on investment by reducing the number of wasted tickets, tracking who is using the tickets and for what purpose, and reducing mailing costs with digital ticketing.

In addition to tickets, TicketOS manages client-guest usage and activity, hospitality passes, vouchers, parking passes, special orders made by employees, itemized costs, venue schedules, shipping information and more.

RazorGator's TicketOS platform offers the following benefits and features:

- Improved Sponsorship ROI: Ensures tickets are managed and leveraged in the best way to reduce waste, improve the return on investment and positively impact business.
- Turnkey Solution: Outsourcing ticket management allows companies to focus on their core competencies.
- Online window / Realtime Visibility: Provides personal watch lists and alerts so employees can easily view availability and request tickets directly.
- Sophisticated Reporting: Enables companies to make intelligent business decisions regarding entertainment budgets and tickets.
- Guest Management: Tracks, organizes and reports on all corporate guests attending events and/or being entertained to help corporations interpret ROI against sales targets.
- Concierge For Hard-To-Get Tickets: Leverages RazorGator's industry connections for Hard-To-Get<sup>SM</sup> tickets to easily access in-demand events beyond company-owned tickets.
- Sarbanes-Oxley Compliance: Ties into the corporate authorization and approval process that is configurable to company policies.
- E-Ticketing: Reduces shipping costs by 50-90% and improves service through electronic ticketing.

### **About TicketOS**

TicketOS 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 Concierge<sup>SM</sup> service allows corporations to buy tickets directly from RazorGator while still using the same command and control feature that the TicketOS platform offers. For more information and a program demonstration, visit [www.TicketOS.com](http://www.TicketOS.com), email [sales@TicketOS.com](mailto:sales@TicketOS.com), or call 800-367-8497.

### **About RazorGator**

RazorGator is the leader in Hard-To-Get<sup>SM</sup> 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 the San Francisco 49ers, Buffalo Bills, Carolina Panthers, Oakland Raiders, St. Louis Rams, Baltimore Ravens, Seattle Seahawks, Minnesota Vikings, Pittsburgh Pirates, the NCAA<sup>®</sup> - Men's Division I Basketball Championship Tournament, NCAA Men's Final Four<sup>®</sup>, NCAA Women's Final Four<sup>®</sup>, NCAA College World Series<sup>®</sup>, NCAA Men's Frozen Four<sup>®</sup>, Rose Bowl<sup>®</sup> and UFC<sup>®</sup>. For more information, visit [www.razorgator.com](http://www.razorgator.com) or call 1-800-542-4466.