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SHOWCLIX EXPANDS INTO AUSTRALIA; EXCEEDS \$7 MILLION IN TICKET SALES IN FIRST WEEK

ShowClix brings cloud computing to the ticketing industry, launching its new cloud-backed queuing system to support high-demand, high-volume ticket onsales

PITTSBURGH, PA – September 21, 2010 – ShowClix (<http://www.showclix.com>) – a full-service ticketing company that provides customizable, web-based solutions to event organizers, promoters and venues – marks its expansion into the Australian market by selling \$1.8 million in tickets in the first 24 hours of its launch, to several of the largest music festivals in the country, using its new cloud-backed queuing system. The introduction of the queuing system makes ShowClix the first to bring the cutting-edge capabilities of cloud computing to the ticketing industry.

Through a partnership with GreenTix (<http://www.greentix.com>), an Australia-based ticketing company that provides complete eco-conscious event admission solutions, ShowClix is now providing ticketing services to some of the largest music festivals in Australia, including “Meredith Music Festival,” “The Pyramid Rock Festival,” “Rainbow Serpent Festival,” and “The Great Southern Blues Festival.” Several of the festivals managed their recent ticket onsales using the new queuing system, which scales in real-time, according to the demand for tickets, giving ShowClix the ability to handle dramatic increases in website traffic and process an unlimited number of ticket orders simultaneously.

“During high-demand event onsales, tens of thousands of customers visit ShowClix to purchase a limited number of tickets. The queuing system helps us manage this demand by placing customers in a virtual waiting line and admitting them into the checkout process in the order in which they hit the website,” explains ShowClix’ Chief Executive Officer Joshua Dziabiak. “By hosting the new queuing system, as well as our entire ticketing platform, in the cloud, we’re able to offer our clients a scalable, flexible and reliable solution that is perfect for high-demand events like that of Meredith Festival.”

GreenTix operates exclusively in Australia, New Zealand and Singapore through the use of ShowClix' private-label solution, which offers promoters, venues and organizations a completely customizable, independently branded, web-based ticketing platform.

“We selected ShowClix as our software platform because of their innovative approach to ticketing,” says Doug Meckler, Founding Director of GreenTix. “Their system utilizes modern web software technology and cloud-based computing to create an entirely unique and efficient experience for our company to manage our major events and for our ticket buyers to purchase tickets.”

ShowClix' private-label offering gives partners the ability to manage every aspect of their ticketing operations, including online and telephone ticket sales, box office management, real-time sales reporting, entry control (including Google Android-powered ticket scanners) and event promotion. The private-label offering provides partners with all of the features included in ShowClix' full-service solution, as well as the following:

- A completely branded ticketing website
- The ability to manage an unlimited number of client accounts, venues and events
- Ticket sales in multiple currencies
- Physical ticket fulfillment module that allows for multiple delivery options
- Sales processing and payment through a third party merchant account
- Lower, per ticket service fees

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About ShowClix: ShowClix is a full-service ticketing company that provides venues, promoters and event organizers with innovative solutions to manage every aspect of their ticketing operations, including online and telephone ticket sales, box office management, entry control and event promotion. The company's web-based solutions are built with the latest technology to support high-volume, in-demand events. The company currently works with over 1,400 live music venues, performing arts groups, nightclubs, artist management companies, non-profit organizations and colleges and universities across the United States. For more information about how ShowClix is bringing innovation to the ticketing industry, visit <http://www.showclix.com/ticketing>.