



ShowClix Partners with Muzooka, Offers Expanded Benefits to Live Event Organizers

PITTSBURGH, PA - November 28, 2018 – ShowClix, Patron Technology’s industry-leading event ticketing and technology solution, is amplifying its music and comedy offerings by partnering with Muzooka, the industry standard for 100% verified artist data.

The partnership between ShowClix and Muzooka brings together one of the world’s leading event ticketing and technology solutions with a noted trailblazer in the music and live performance space. In addition to their automation of setlist reporting to ensure proper payout for song rights holders, Muzooka gives artists and managers the ability to update their own photos, bios, videos, and social media links across multiple platforms from one central hub. For ShowClix’s event organizers, Muzooka means no more searching or guesswork when it comes to using artist assets for promotions.

Noting ShowClix’s overall motivation to integrate with one of the most artist-forward solutions in the live event space, Jason Mastrine, VP of Strategic Partnerships at Patron Technology, said, “The music venue, festival, and comedy rosters at ShowClix have been growing rapidly for some time now, and I think this partnership is a clear indication that ShowClix is driven to continue that growth. Muzooka’s asset management system is a great addition, and their work to ensure performers can easily claim the royalties they are owed, and any venue licensing fees are properly distributed, speaks volumes about their value in this industry.”

The partnership will enable ShowClix users to easily promote talent on their event listings with access to Muzooka’s vast artist database, all from inside the ShowClix system. They will be able to add talent bios, images, featured videos, and social links to event listings with the click of a button. By eliminating the need for event organizers to manually track down these assets themselves, ShowClix and Muzooka are saving them time and energy, while adding valuable content to their event listings to assist in driving ticket sales.

“This integration shows that ShowClix is committed to helping not just their event partners, but also the artists that play those events,” said Muzooka founder and CEO, Shawn Wilson. “By putting the power to control their media assets in the hands of artists and managers, along with helping musicians get paid their proper live performance royalties, we can make a real difference for promoters and performers alike. One of our primary goals is making the live space more profitable and easier to manage for everyone involved. Working with ShowClix is a huge step toward that goal.”

About ShowClix

ShowClix, a product of Patron Technology, is a full-service event technology solution that handles ticketing, marketing, and on-site operations for fandom conventions, museums, festivals, attractions, consumer shows, and music and comedy venues. Iconic brands such as New York Comic Con, Brooklyn Museum, Museum of Ice Cream, and The Daily Show choose ShowClix to power their events.

For more information visit: www.showclix.com/ticketing.

About Muzooka

Muzooka is a digital platform where artists and their teams manage media assets on multiple platforms from one central dashboard, meaning no more outdated photos, ancient videos, or broken social media links. Muzooka also automates live setlist reporting to performing rights organizations, which ensures songwriters are properly paid when their songs are played live on stage.

For more information visit: www.muzooka.com.

About Patron Technology

Patron Technology provides integrated, industry-leading technology that enables organizers of live events to create deeper and more profitable relationships with their ticket buyers, fans, and supporters. Patron Technology's products include ShowClix, Greencopper, Thuzi, Marcato, PatronManager, Ticketleap, FISH Technologies, and SeatAdvisor. Event organizers of different sizes and across different segments use these products for CRM, ticketing, marketing, fan engagement, and data management. The high-growth company is actively engaged in building a fully integrated event technology solution of complementary products that deliver a data-driven, holistic understanding of customer behavior.

For more information visit: www.patrontechnology.com.

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