



VISTA ENTERTAINMENT SOLUTIONS INTEGRATES WITH MOBIQA PLATFORM

Vista Entertainment Solutions, one of the world's leading cinema ticketing companies, is to integrate Mobiqa's mobile ticketing technology into its Vista Cinema Management system. The formal announcement of the partnership will be made at the IAAM conference in San Antonio later this week.

The integrated solution, which will allow mobile barcode tickets to be sent directly from Vista, will be available this fall. Interest from Vista's existing client base is already significant.

Murray Holdaway, Chief Executive of Vista Entertainment Solutions said: "The integration of Mobiqa's solution with Vista is being implemented due to the level of interest in mobile ticketing being shown by our clients around the world. The ability to send mobi-tickets™ directly from Vista will provide a very convenient new delivery channel to cinemagoers, minimising queues at the box-office and automated ticketing machines. It will also streamline entry into the theatres, thus providing more time for customers to visit the concession stand and view promotions for up-coming events. We are very excited to be working with Mobiqa on this project, as their experience in mobile phone ticketing around the world is second to none."

Iain McCready, CEO of Mobiqa commented: "We are delighted to be working with Vista Entertainment Solutions, and see huge potential for mobi-tickets in the cinema environment."

ENDS

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NOTES TO EDITORS:

Vista Cinema Solutions

Vista is a world leader in Cinema software. The software has been installed in over 20 countries around the world including the USA, Australia, UK, Hong Kong, India, Mexico, Germany and Kenya.

Developed exclusively for the cinema industry, Vista is a cinemas management system that streamlines the way theatres are operated. It offers a truly integrated management information system, which generates significant benefits for both customers and cinema operators.

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Mobiqa

Mobiqa is the world leader in mobile ticketing and mobile coupon solutions. Its services are based on the delivery of standard barcodes to mobile phones via SMS WAP and MMS.

Mobiqa's patented technology ensures that the barcoded tickets/coupons hit all standard handsets on the market. The technology is available on six continents and in 30 countries including the USA and

China. It has created a number of 'world firsts' in concert and event ticketing as well as multimedia coupon promotions.

Mobiqa is a private limited company headquartered in Scotland.

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