

**repeatseat**<sup>TM</sup>A GLOBAL ENTERTAINMENT  
SERVICES COMPANY

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## News and Events

**REPEATSEAT TEAMS UP WITH MOBIQA TO OFFER MOBILE TICKETING THROUGHOUT NORTH AMERICA**

RepeatSeat, Inc., a leading global entertainment services company offering private label ticketing in the United States, Canada and Europe through its innovative Ticket Relationship Management (TRM<sup>TM</sup>) solution, has partnered with Mobiqa Ltd., the innovative world leader in barcode digital cell phone technology to form a strategic alliance that will offer mobile ticketing capabilities to the North American market. The new partnership, which provides RepeatSeat with Mobiqa's revolutionary technology exclusively throughout North America, will enable customers to receive tickets for movie theatres or live events directly to their cellular phones, eliminating the need to print, collect or process traditional paper tickets.

This multi-year contract gives RepeatSeat North American exclusive rights to use Mobiqa's mobi-ticket<sup>TM</sup> cell phone products. This means customers can purchase tickets online and then choose to receive a barcode to their cellular phone rather than using print-at-home technology or exchanging a voucher for a paper ticket at the venue's box office. Instead, the customer simply enters by having their cellular phone scanned by a standard barcode reader that confirms the validity of their 'ticket.' This efficient and user-friendly ticketing solution means customers with digital cellular phones do not need to stand in line or worry about forgetting their tickets at home.

"Until now, there was nothing like this available in North America," said George Davidson, President and CEO, RepeatSeat Inc. "Mobiqa has positioned themselves as the leader in intelligent mobile technologies in Europe, South Africa and Australia, and together, our North American partnership will provide tremendous benefits to our venue customers and their clients. Venues will benefit from our complimentary technologies and consumers will be able to experience this unique and extremely convenient ticket buying process. This highly sought after technology continues to keep RepeatSeat at the forefront of innovative ticketing solutions. We are very pleased that after looking at various ticketing providers, Mobiqa chose to partner with RepeatSeat."

This mobile ticketing service benefits both the customer and the venue. To the consumer, the major benefit is the convenience. The benefit to the venue is reduced line-ups and the removal of operational costs associated with handling paper. As well, it provides venues the ability to communicate immediately, directly and interactively with the customer via their cellular phone, while collecting valuable demographic and marketing information. Mobi-tickets also represent a huge advance in ticketing efficiency and versatility. Additional benefits include:

- **Increased Sales** - Tickets can be sold right up to the last minute.
- **Instant Delivery** - The tickets are delivered immediately.
- **Reduce Distribution and Operational Costs** - Cheaper than



- **Tracking** - Organizers can track attendance at an event automatically.
- **Consumer Convenience** - No need to queue at the box office or a kiosk to collect paper tickets.
- **Insured Ticket** - No need for panic if the consumer accidentally deletes their mobi-ticket as they can be cancelled and re-issued effortlessly.
- **Versatility** -The mobi-ticket can also be a promotional coupon, reward card or any function currently performed by conventional barcodes.

"Mobiqa and RepeatSeat share similar visions, so it was a natural fit to combine our technologies and together be the first to bring this offering to the North American market," said Richard Philips, Director, Mobiqa. "We were approached by numerous ticketing companies wanting to partner with us, but in RepeatSeat we saw an ambitious and progressive business with an innovative and technical approach. Our shared vision will enable us to provide this revolutionary approach to the ticketing industry throughout North America. This is clearly a win for us, a win for RepeatSeat and most importantly a win for progressive and innovative venues and their clients."

#### **About RepeatSeat Inc.**

RepeatSeat Inc. is a leading global entertainment services company, offering private label ticketing in the United States, Canada and Europe. The Company promotes its clients' brand instead of its own. RepeatSeat's innovative Ticket Relationship Management (TRM™) solutions provide turn-key point-of-sale, Internet and wireless applications to movie theatres as well as performing arts venues, sports venues, cruise ships, tourist attractions and conferences/trade shows. All solutions feature full end-user data capture and management, and one of the most comprehensive targeted permission e-mail programs available in the marketplace today. For more information on RepeatSeat, visit [www.repeatseat.com](http://www.repeatseat.com).

#### **About Mobiqa**

Headquartered in Edinburgh UK, Mobiqa provides cell phone barcode solutions for ticketing, retail coupons, logistics/proof of delivery and access control. Mobiqa has developed an advanced wireless messaging platform which supports the generation and delivery of complex data types such as barcodes as picture messages using the standard SMS and EMS messaging services. MMS message support will also be launched shortly. For more information on Mobiqa, visit [www.mobiqa.com](http://www.mobiqa.com).

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