

Mobiqa: A World First: Mobiletickets At Pole Position For The World Superbike Championships And Czech Motogp; Mobile Phones Will Become The Means Of Entry For Motorbike Fans At The World Superbike Championships And The Motogp Czech Grand Prix At Brno this Summer.

Edinburgh, Scotland. -- Mobiqa, world leaders in mobile ticketing solutions and Ticketportal, Eastern Europe's foremost ticketing company are giving Superbike and MotoGP fans the ability to attend the World Superbike Championships and the Czech Grand Prix at the Automotodrom Brno, Czech Republic using their mobile phones. This innovative service heralds a world first for motorsports and marks an important evolution in sport ticketing logistics.

Europe is the Superbike World Championship's traditional centre and the popularity of the sport has soared in recent years. The magic of the Brno circuit in particular attracts not only keen spectators but also many promoters of motorcycle and automobile club events. The Championships at Brno on July 20 is at the peak of the racing season with riders battling it

out on the five-and-a-half kilometre circuit before the UK Championships at Brands Hatch in August, it will also be the first motorsports event in the world to admit fans armed with only their mobile phone as their ticket.

On August the 15th, Brno will be the setting of the 12th out of 18 Grand Prix bringing together the world's top motorcycle manufacturers as well as an elite crop of riders from around the world. Mobile ticketing for Brno adds an exciting new dimension to the motorsport-going experience for the fans as they gather to see the likes of Valentino Rossi, Dani Pedrosa and Jorgo Lorenzo battle it out on the Brno circuit.

Those wanting to attend the Superbike World Championships and MotoGP at Brno are able to purchase their tickets online at Ticketportal's website (www.ticketportal.cz). After buying their ticket, they opt for mobile phone delivery where their ticket is sent straight to their mobile phone in the form of a barcoded text message and accompanying event information. The mobile ticket is scanned at the entrance to the Brno circuit where the fans are free to enjoy the event as usual. Opting for mobile phone ticket delivery offers customers, bikers in particular, more convenience as they do not have to wait for their tickets to turn up in the post, carry paper tickets in their leathers, or have to remember to bring their paper ticket with them. Mobile tickets also help to reduce operational and distribution costs for the event organisers and they are more environmentally friendly than their traditional paper counterparts.

Mobile ticketing has proved a popular means of entry for many live music gigs and festivals around the world and has recently been adopted by several airlines as a way of receiving your boarding pass for your flight. The World Superbike Championships at Brno will be the first time this technology has been used for motorsports and marks an important step forward in sport ticketing efficiency and consumer convenience.

Lucia Bocankova, Ticketportal, comments, "2008 is a very important year for Ticketportal in the Czech market as Ticketportal is the very first ticketing company in the country to launch MOBILticket - the most convenient way of getting tickets. Our customers are getting used to MOBILticket quickly by buying tickets for theatres, clubs and concerts but the Superbike World Championship and MotoGP are the first motor sports events in the world where mobile ticketing will benefit the fans."