



PRESS RELEASE:

[INSERT DATE HERE]

MOBIQA ARE JUST THE TICKET FOR EDINBURGH RUGBY

Today Edinburgh Rugby has announced plans to transform their ticketing system at Murrayfield Stadium by entering into partnership with Edinburgh-based Mobiqa, the world leaders in mobile ticketing technology.

Edinburgh Rugby is one of three professional rugby union teams in Scotland and recently became a franchise, securing the finance from a private company headed by businessmen Alex and Bob Carruthers. Edinburgh Rugby's home stadium; Murrayfield, has the capacity to seat over 67,500 fans who will be able to benefit from the new mobile ticketing system when it is showcased on October 29 at Edinburgh's game against Irish opponents, Leinster.

This partnership with Mobiqa will allow Edinburgh Rugby to take full advantage of pioneering mobile ticketing capabilities where tickets are sent directly to rugby fan's mobile phones rather than being distributed using traditional paper tickets. Using mobi-tickets for rugby matches has the advantages of reducing queuing time for fans, allowing for faster entry into the stadium and eliminating ticket touting and counterfeiting for the organisers.

A mobi-ticket contains a barcode and accompanying text about the match and is scanned at the stadium to allow entry. The barcode that is contained within a mobi-ticket could also be used for multiple redemption purposes. For example,

once scanned for entry, they could be scanned again as a coupon or voucher at the venues' concession stands.

Bob Carruthers, [INSERT TITLE] of Edinburgh Rugby comments, "This move to revolutionise the ticketing for Edinburgh Rugby is an exciting modernisation to our existing ticketing system. We're absolutely delighted to be working with Mobiqua to deliver this mobile ticketing service to rugby fans and see it as a significant asset in the continuing development of Edinburgh Rugby's home ground; Murrayfield Stadium."

ENDS

Note to Editors:

About Mobiqua

Mobiqua is the world leader in mobile phone ticketing and mobile phone couponing. Mobiqua's services are based on the delivery of standard barcodes to mobile phones via SMS, MMS and WAP. The company has created a number of 'world firsts' in concert and event ticketing as well as multimedia coupon promotions. Mobiqua's patented barcode technology is available on six continents and in 30 countries including USA and China. Mobiqua is a private limited company headquartered in Scotland. Learn more at www.mobiqua.com

About Edinburgh Rugby

