

From: Tamarisk Doyle
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Press Release
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Leopardstown Introduces Mobile Phone Ticketing

-Introductory €5 discount for Desmond Stakes Raceday on August 19th-

Racegoers planning to attend the Desmond Stakes at Leopardstown Racecourse on Sunday August 19th can have their admission ticket sent to their mobile phone in advance. Grandstand admission tickets can be ordered on-line from www.leopardstown.com, or by telephone, and the customer will then have the option of having a bar-code ticket sent to their mobile phone by text message. This 'mobi-ticket' will be scanned at the track to allow admission.

Desmond Stakes Raceday is being used as a trial of this new service to evaluate its acceptability and convenience for Leopardstown's racegoers. There is a unique €5 discount off the normal ticket price to encourage uptake in sufficient numbers for a full trial of the system. Racegoers can still use postal and racecourse collection methods of ticket delivery at the full €15 rate. (A €3 handling charge per transaction is applied to all credit card bookings)

Leopardstown, a Horse Racing Ireland (HRI) - owned racecourse, is working with ts.com, its on-line ticketing software supplier partnered with Mobiqua, world leaders in mobile ticketing based on bar-code delivery to mobile phones.

Launching the mobile ticketing trial, **Niall Mackey, Chief Executive of HRI Racecourses** commented: "We are very pleased to be the first racecourse to make mobile tickets available to our customers. On-line sales of tickets for Leopardstown have doubled this season and we believe that this trend will accelerate in coming years as we continue to attract younger, web-savvy racegoers. This mobile ticketing innovation will greatly enhance the convenience of on-line ticket purchase and is part of our long-term strategy to improve services to our customers"

Iain McCready, CEO of Mobiqua comments, "Mobile ticketing for Leopardstown Racecourse represents a significant milestone for Mobiqua and for racing. This is the first time fans can enjoy the benefits of attending the races in Ireland using a mobi-ticket and I'm confident Leopardstown's race goers will find it a more efficient and convenient means of entry. We look forward to working closely with Leopardstown Racecourse to enhance their ticketing services by offering a new and exciting mobi-ticket option for their customers."

For further information contact:

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Editor's notes:

About Mobiqa

Mobiqa are the world leaders in mobile phone ticketing and mobile phone couponing. Mobiqa'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, transport, sports and event ticketing as well as multimedia coupon promotions. Mobiqa's patented barcode technology is available on six continents and in over 30 countries including USA and China. Mobiqa is a private limited company headquartered in Scotland. Learn more at www.mobiqa.com

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