



PRESS RELEASE:

19 February 2007

## **GALATHEA STS OFFERS MOBI-TICKET FROM MOBIQA FOR THE ENTA SOFTWARE SOLUTION**

Galathea STS providers of **enta**, the industry leading software solution for the sport and entertainment ticketing industry, has entered into a strategic partnership with Mobiqa, the world leaders in mobile ticketing solutions. This important deal will allow users of **enta** software the added benefit of offering a complete mobile ticketing service to their customers.

The **enta** solution is used by more than 540 entertainment and sports businesses across 23 countries and contains unsurpassed event ticketing, season ticket, subscription, membership and marketing functionality. Seamlessly integrated with industry specialists and the latest technology, including access control, **enta** features a comprehensive suite of marketing tools to enhance customer relationship management.

Mobiqa offer a range of mobile barcode solutions including the mobi-ticket™. This is a unique ticket containing a barcode which is sent directly to the customer's phone in the form of a simple text message. mobi-tickets have been used at many prominent, high volume, live events as well as within the sports, music and transport industry. mobi-tickets will be a valuable addition to the **enta** solution offering the convenience of being able to receive tickets direct to the mobile phone.

mobi-tickets are widely regarded as the future of ticketing as they offer numerous benefits over their paper counterparts. mobi-tickets are cheaper than printing and distributing paper tickets, they are easily reissued if lost or deleted and they save the customer queuing at box offices as they are delivered almost instantly after purchase.

Iain McCready, CEO of Mobiqa comments, "We are absolutely delighted to be working with Galathea STS and we feel that this partnership gives their clients an excellent opportunity to take advantage of a modern, convenient and efficient approach to ticketing. Our mobi-ticket solution has been widely adopted across the globe and we have no doubt that it will prove a popular choice for **enta's** worldwide customer base."

"As a technology market leader, we are constantly striving for ways to bring innovation to the **enta** software solution. mobi-ticket adds extra flexibility to the **enta** offering, enabling our clients to improve their customer service through the choice and convenience of mobile ticketing." Richard Leggatt MD of Galathea STS explains, "We look forward to developing our partnership with Mobiqa, working together to provide cutting edge solutions to change the face of ticket delivery."

ENDS

**Note to Editors:**

**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](http://www.mobiqa.com)

### **About Galathea STS and the enta software**

Galathea STS is a division of the global Seatem Group of companies, their **enta** software solution for event ticketing, season tickets, subscriptions, membership and marketing has been developed and enhanced over the past 10 years. **enta** is now a market leading software solution serving over 540 entertainment and sports businesses across 23 countries. **enta** provides a competitive business tool for all ticket distribution, marketing and database service requirements of today's venue managers and promoters, either as a stand alone system or as a hosted solution. **enta** enables the capture of valuable customer information and purchase data, and contains a comprehensive suite of marketing tools to revolutionise your customer relationship management. **enta** customers include Fulham Football Club, Ambassador Theatre Group, Silverstone Circuit, Ascot Racecourse and Delfont Macintosh Theatres For more information visit [www.galatheasts.com](http://www.galatheasts.com)

#### **Media Contact:**

Sue Scott-Avis, Director of Sales  
T: +44 (0) 20 7014 8686  
E: sales@galatheasts.com