



## **SEATADVISOR PARTNERS WITH MOBIQA FOR MOBILE TICKET DELIVERY**

SeatAdvisor, Inc., a leading business to business Application Service provider for the ticketing and box office market is to integrate Mobiqa's mobile ticketing technology into its SeatAdvisor Box Office (SABO™) ticketing system enabling the delivery of mobi-tickets™ to its worldwide client base including the US, Caribbean, Canada, Europe, Australia and South America.

Brent Miller, SeatAdvisor's President and CEO said "SABO has proved itself as the ideal solution for the live-event box office ticketing market. Our clients are quickly realizing the need to offer consumers the added convenience of mobile ticket delivery. We are excited to be working with Mobiqa to offer this service as they have established themselves to be the leader in this space."

SeatAdvisor's SABO clients range from performing arts centers like the Alex Theatre in Glendale, CA; to universities like University of Tennessee at Chattanooga and Miami University. Clients range in size from selling 5,000 tickets per year to over 1,000,000 tickets per year.

Iain McCready, CEO of Mobiqa added: "We are pleased that SeatAdvisor has chosen to work with Mobiqa. Our solution is the perfect fit for their strong European and US client base."

ENDS

8 September 2006

### **NOTES TO EDITORS:**

#### **About SABO:**

SeatAdvisor, Inc. provides SABO, a complete ticketing solution for venues of all sizes. SABO provides a powerful product for conducting ticket sales, managing events, and tracking patrons. With its unified seat inventory, SABO supports all sales channels - phones, outlets, walk-ups, Internet, subscriptions, and groups. For patron Internet sales, SeatAdvisor's Interactive SeatMaps™ graphically display seat availability with view photos, motivating patrons to purchase on-line.

#### **About SeatAdvisor, Inc.**

SeatAdvisor is a San Diego-based company started in 1998 to develop ticketing systems specifically designed to meet the requirements of live event venues. Utilizing patent-pending technology to facilitate venue mapping and system interface, SeatAdvisor designed the ticket buying experience and system usability to be best of class. Hundreds of organizations use SeatAdvisor ticketing products worldwide.

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**Mobiqa**

Mobiqa is the world leader in mobile ticketing and mobile coupon solutions. Its services are based on the delivery of standard barcodes to mobile phones via SMS, MMS and WAP.

Mobiqa's patented delivery technology is available on six continents and in 30 countries including the USA and China. It has created a number of 'world firsts' in concert and event ticketing as well as multimedia coupon promotions.

Mobiqa is a private limited company headquartered in Scotland.

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