



PRESS RELEASE:

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MOBI-TICKETS RESCUE RUGBY FANS DURING POSTAL STRIKES

Mobile tickets have come to the rescue of rugby league fans who have failed to receive their tickets in time due to the recent postal strikes. Fans have been left stranded without tickets for the Scotland vs. Wales World Cup Qualifier on the 4th of November due to the postal strikes which have affected the whole of the UK in recent weeks.



Mobiqa, the world leaders in mobile ticketing solutions, are providing the mobi-ticket™ delivery service to the Scottish Rugby League for their fans so they can attend the game. Adults are prompted to purchase their tickets for the game by texting 'TICKET' to a shortcode and under 16s can get hold of their free tickets to the match by texting 'SRL' plus the make of their mobile phone (e.g. SRL NOKIA) to a shortcode. A mobi-ticket is then delivered straight to their mobile phone. mobi-tickets are simple text messages which contain a standard barcode and accompanying information about the match. Match-goers present their mobi-ticket at Old Anniesland ground where the barcode is scanned to allow for entry.

This ground-breaking service is the ultimate in convenience for fans and completely solves any postal problems which sending traditional paper tickets may face. mobi-tickets are purchased and received on the mobile phone meaning an

end to queuing at the stadium for tickets or waiting for the tickets to arrive in the post.

Angus McNab, Sponsorship Director of Scottish Rugby League says, "The current Postal strikes have caused nightmares for rugby league fans waiting for tickets for the Super League Grand Final and those attending our international in Glasgow on November 4th. mobi-tickets are a fantastic solution to this problem. I am sure they will add to the match day experience as we are offering fans something unique. In addition to this, it is great for Scotland Rugby League to be supported in this way by a Scottish Company who are leading the way in their chosen field. "

Iain McCready, CEO of Mobiqa comments, "Postal strikes and delays are exactly the type of situations mobi-tickets were designed to solve. Delivery of tickets to mobile phones bypasses postal inefficiency and enables hundreds of rugby fans to enjoy a game they may not have otherwise been able to attend. We hope the fans enjoy using mobi-tickets as it adds convenience and an exciting element to their match-going experience."

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Note to Editors:

About Mobiqa

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

About Scottish Rugby League

The history of rugby league in Scotland goes back to 1909 when the touring Australian team played a match against England at Celtic Park, Glasgow. As football and, to lesser extent, rugby union were already well established in Scotland, rugby league did not make much of an impact, and until recently all Scottish rugby league players were converts from union. Only fourteen Scottish players made this switch prior to the ending of discrimination against playing rugby league, the most famous of whom was Dave Valentine, who captained Great Britain to World Cup victory in 1954.

In 1995, the full Scottish national team made its debut, losing narrowly to Ireland and later playing in the Emerging Nations section of the 1995 World Cup. Captained by Alan Tait they beat Russia and the U.S.A., before going down to eventual winners, the Cook Islands.

The Scottish team was given full international status in 1996, which meant they were allowed to select as many professionals as they wished using the grandparent ruling, and subsequently took part in two very closely contested European Nations' tournaments with France and Ireland.

Since 2002, Scotland A has participated in the Amateur Four Nations competition and toured Italy, the Netherlands and Serbia. Scotland has participated in the 2000 World Cup and the European Nations Cup (since 2003) competitions.

Further details can be found at www.scotlandrugbyleague.org.uk

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