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## **OptionIt Partners with the Washington Capitals of the National Hockey League**

*Partnership gives Capitals fans immediate access to face-value Playoff Tickets*

**December 14, 2009 – Portland, OR** -- OptionIt, Inc., a leader in the next generation of ticket buying for sports and entertainment events, has reached an agreement with the Washington Capitals to be the team's official "ticket option" provider. The alliance will give Capitals fans the ability to reserve face-value tickets to select regular-season games as well as all playoff games during the 2009-2010 season.

"This partnership represents our continued commitment to providing Capitals fans greater convenience and flexibility in securing face-value access to games," said Jim Van Stone, Capitals senior vice president of ticket sales and services. "OptionIt's unique technology platform will provide our fans with additional opportunities and flexibility when they are planning to attend Capitals games."

OptionIt partners with sports teams, leagues and event owners ("rights holders") to provide fans with a convenient way to reserve access to events. Through OptionIt's proprietary services, fans can purchase options on tickets to events. Once purchased, the option can be exercised to buy the ticket at face-value, or it can be sold to another fan through the OptionIt platform. Each option is linked to an actual ticket provided by the rights holder. As a result, when fans exercise an option, the transaction is completed through the Capitals' primary ticketing provider.

"OptionIt is proud to have an official partnership with Capitals given the team's passionate fan base," said Mark Mastalir, CEO of OptionIt. "The Capitals are one of the highest profile teams in the NHL, and OptionIt is committed to providing Capitals fans the ability to secure face-value tickets leading up to and during the Stanley Cup playoffs."

**About OptionIt, Inc.**

OptionIt's patented, user-friendly technology allows fans to reserve access to future events without the obligation to purchase tickets. The OptionIt platform reinforces the simple belief that convenience is about reserving now and deciding later. OptionIt's official partnerships with sports teams, leagues, and event owners ("rights holders") guarantee ticket inventory and empower fans by creating a flexible, personalized solution to purchase what they want, when they want it. For more information, visit [optionit.com](http://optionit.com).

**About the Washington Capitals**

Founded in 1974-75, the Washington Capitals are owned by Lincoln Holdings LLC, a group of partners led by chairman and majority owner Ted Leonsis. The Capitals have won five division titles including back-to-back Southeast Division championships in 2007-08 and 2008-09. Washington has played in the Stanley Cup playoffs 20 times and reached the Stanley Cup Finals in 1997-98.

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