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OptionIt Partners with the Boston Celtics

Partnership gives Celtics fans "Access without Obligation™"

September 29, 2009 – Chicago-- OptionIt, Inc., a leader in the next generation of ticket buying for sports and entertainment events, has reached an agreement with the Boston Celtics to be the team's official "ticket option" provider. The alliance will give Celtics fans a new method of purchasing tickets for select home and potential playoff games during the 2009-2010 season.

OptionIt partners with sports teams, leagues and event owners ("rights holders") to provide fans with a convenient way to secure access to events. Through OptionIt's proprietary platform, 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 Ticketmaster, the Celtics primary ticketing provider.

"The Celtics are looking forward to helping drive OptionIt's success in launching their new technology, while also providing our fans with a new way to access tickets in a convenient and flexible way," said Shawn Sullivan, Celtics CMO.

"OptionIt is proud to have an official partnership with one of the most storied and iconic franchises in professional sports," said Mark Mastalir, CEO of OptionIt. "In the last two seasons, the Celtics have provided some of the most unbelievable post-season moments in NBA history while hosting four Game Sevens at the TD Garden. OptionIt's relationship with the Celtics will not only enable fans to reserve access to all potential playoff games for the upcoming season, but also provide unprecedented convenience and flexibility in securing access to the biggest regular season match-ups."

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. In some cases, this may be before the physical printed ticket exists. For more information, visit optionit.com.

About the Boston Celtics

A charter member of the Basketball Association of America (which evolved into the National Basketball Association) since 1946, the Boston Celtics have won a record 17 NBA Championships, including eight (8) in a row from 1959-1966, and have won NBA titles in four different eras. In addition, 31 former Celtics players, management or staff have been inducted into the Naismith Memorial Basketball Hall of Fame. In December 2002 the team returned to local ownership for the first time since 1963. For more information on the Celtics, log on to www.celtics.com.

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