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OptionIt Partners with the Baltimore Ravens

Agreement offers a new way for Ravens fans to buy tickets

July 7, 2009 – Chicago-- OptionIt, Inc., a leader in the next generation of ticket buying for sports and entertainment events, has developed a partnership with the Baltimore Ravens to be the team's official "ticket option" provider, enabling fans an additional way to buy tickets for Ravens' home and potential playoff games during the 2009-2010 season.

OptionIt is a progressive new company that partners with sports teams, leagues and event owners ("rights holders") to provide fans with a hassle-free way to purchase tickets that is unsurpassed in terms of flexibility, convenience and security. Options provide a convenient and sensible way for fans to purchase the right to buy a ticket at face value on a predetermined date in the future, without making a full, upfront commitment.

"The Baltimore Ravens are happy to be an early adopter of the OptionIt platform," said Baker Koppelman, Vice President, Ticket Sales and Operations for the Baltimore Ravens. "OptionIt provides an innovative approach to the way people purchase tickets, and we look forward to seeing this concept develop for fans as a convenient, secure method to get the tickets they want."

"This partnership demonstrates the value OptionIt provides to both rights-holders and consumers," said Mark Mastalir. "Ravens fans can now experience the convenience of reserving a ticket in advance of making a financial commitment, and fans will have the peace of mind knowing that each option is directly linked to a guaranteed seat. Furthermore, if the option buyer decides not to buy the ticket, they have the flexibility to sell their option to another fan on our proprietary options aftermarket."

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.

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