



OptionIt Enters Collegiate Market through University of Miami Partnership

Historic alliance gives Hurricanes fans immediate access to face-value tickets for the next two seasons in addition to potential Bowl games

June 1, 2010 – Portland, OR -- OptionIt, Inc., a leader in the next generation of ticket buying for sports and entertainment events, has reached an agreement with the University of Miami to be the team’s official “ticket option” provider. The alliance marks the first time an NCAA member school has empowered its fans to reserve face-value tickets to both regular season and potential post-season games without any obligation to purchase.

“This partnership represents our continued commitment to bring an impactful service to Hurricanes fans,” said University of Miami Assistant Director of Athletics for Ticket Operations, Erik Book. “Many fans want more flexibility in making their purchasing decisions and OptionIt presents a unique and valuable solution that serves this audience.”

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 Hurricanes’ primary ticketing provider.

“As OptionIt enters the college market, the University of Miami was a perfect fit to be our inaugural partner,” said Michael Proman, OptionIt Vice President of Marketing Partnerships & Development Strategy. “When you look at the Hurricane football program—from the coaching staff to student athletes to the athletic administration—it’s easy to see why their fans are so excited about the future. OptionIt is thrilled to be able to provide this audience

‘access on demand’ to not only high-profile match-ups against opponents like Florida State and Ohio State, but also potential championship-level games.”

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.

About the University of Miami Hurricanes

A member institution of the 12-team -Atlantic Coast Conference (ACC), the University of Miami supports 18 sports within the National Collegiate Athletic Association (NCAA) Division I. The University of Miami’s Department of Intercollegiate Athletics is dedicated to developing and supporting its student-athletes in their efforts to achieve personal, academic and athletic excellence; resulting in the highest standards of achievement. Through its programs, the department will provide a foundation which prepares student-athletes for future success.

Hurricane Sports Properties (HSP) secured the OptionIt partnership on behalf of the University of Miami. HSP is the exclusive multimedia rights holder for UM Athletics and joint venture between Learfield Sports and ISP Sports.

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