

## ***City of Kent Selects ShoWare™ as Naming Rights Partner and Ticketing Service for its Events Center***

**Kent, WA – October 7, 2008** - The City of Kent today agreed to terms for a facility naming rights partnership with ShoWare™ by VisionOne. ShoWare will also be the exclusive ticketing service for the new home of the Seattle Thunderbirds and the Puget Sound region's newest, and the nation's first "green" entertainment venue.

*"This opportunity allows VisionOne to showcase our innovative ticketing service – ShoWare – in an emerging entertainment environment like Kent,"* said VisionOne Senior Partner Ralph Fasi. "Our partnership with the City of Kent will provide a firm foothold for ShoWare in the ticketing market for larger venues and sports teams in the region and throughout the United States."

*"We are delighted that a company with an international presence has chosen to invest in Kent on a long-term basis,"* said Kent Mayor Suzette Cooke.

The proposed agreement between the City and ShoWare is for 10 years, with a total value of \$3.175 million.

ShoWare's user-friendly ticketing service offers an easy and convenient online shopping experience. With a "select-a-seat" feature, buyers can choose their exact seat location rather than being subjected to automated "best available" seating preferences.

ShoWare's simple, web-based system is cost-efficient to operate, which provides the opportunity for lower fees to be passed along to consumers.

Colin Campbell, VP & Assistant GM of the Seattle Thunderbirds added, *"We are excited to enter into this partnership with ShoWare and SMG. We know our fans will benefit."*

VisionOne provides ticketing services for over 300 customers around the world with the ShoWare™ comprehensive, custom-branded box office solution. Venues as diverse as the Abraham Lincoln Presidential Library and Museum, Red Bull Air Race Series and Seattle's Teatro ZinZanni have turned to ShoWare for their ticketing needs.

*"We are very excited about partnering with a company whose vision is aligned with SMG's in terms of providing an innovative approach to serving our guests,"* said Tim Higgins of SMG, the Center's General Manager. *"This unique partnership will place the Center at the forefront of technological advancements in customer service."*

Kent Council Members will review contract terms prior to approval later this month. The facility's name, logo, color scheme and more will be unveiled within the coming weeks.

### **About Kent, Washington**

The City of Kent is the fourth largest city in King County with a population of more than 86,000. As a culturally rich destination, Kent's dynamic quality of life features captivating neighborhoods, award-winning parks, an exceptional school district, nationally accredited police and fire departments. In recent years, Kent has experienced impressive economic growth, and is national known as a prime location for manufacturing. Visit [www.choosekent.com](http://www.choosekent.com).

### **About ShoWare™ by VisionOne**

**ShoWare™** provides comprehensive, custom-branded turn-key box office solutions, including online ticket selling and distribution services for a broad range of events such as casinos, sports arenas, live concert clubs, performing arts centers, and theatres of all sizes. ShoWare™ offers a total solution for box office sales, fully integrated Internet ticket sales, marketing and patron data analysis, and built-in customer relationship management (CRM) tools from a single user interface and a single common database. Visit [www.showare.com](http://www.showare.com)

**About Kent Events Center**

Opening in January 2009, the nation's first LEED® Silver Events Center will host the WHL's Seattle Thunderbirds, as well as concerts, family shows, corporate events, tradeshow and other sporting events. Located just 20 minutes from Seattle, Bellevue and Tacoma, the Kent Events Center is the crown jewel in a well-designed gathering place for the residents of the Puget Sound region. Visit [www.kenteventscenter.com](http://www.kenteventscenter.com).

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