

## **Etix Announces Acquisition of Interactive Ticketing**

*This is the third growth acquisition for the North Carolina-based ticketing company since August*

**MORRISVILLE, N.C., Dec. 5, 2017**—Etix, an international ticketing solutions provider with more than 55 million tickets sold in over 40 countries each year, announced today the growth acquisition of ticketing software company, Interactive Ticketing. The acquisition follows October's announcement of the purchase of ExtremeTix and TicketBiscuit.

“Interactive Ticketing was the next step in our plans for growing the company,” says CEO and founder Travis Janovich. “We are excited to welcome Interactive Ticketing’s client base and employees to the Etix family and look forward to continuing the exceptional level of service that their clients are used to,” adds Paxton Badham, Etix's President.

Based in Seattle, Washington, Interactive Ticketing has built a boutique ticketing system around state-of-the-art marketing tools, reporting features, and wireless capabilities drawing a strong client base in amusement parks, consumer shows, fairs, expos, and more. Interactive Ticketing was advised by ASG Partners in the transaction.

“We're excited to end the year with Travis and Paxton and their great team,” shares Interactive Ticketing CEO and President David Arevalo. “Terry and I founded the company with the principle of making it as simple as possible to sell tickets online. The ticketing industry has changed a lot since 1999 and Etix has been leading the way, continuously adding and updating features.”

Terry Howisey, Interactive Ticketing’s cofounder and CFO, added, “We feel fortunate to be able to give our clients access to new tools and technology that will help them sell more tickets in 2018 and beyond.”

For more than a decade, Etix has been the top independent ticketing company for state and county fairs, museums, music clubs, festivals, casinos and more. Their scalable, feature-rich platform nicely matches the needs of Interactive Ticketing's stellar roster of clients.

2017 has been a banner year for Etix thanks to three growth acquisitions, continued organic growth, and key staff additions. Janovich plans to carry this momentum into 2018 with goals for continued growth and expansive technology development.

“We've been proud to be an industry leader for nearly 20 years; continuously developing new tools and pioneering new concepts. We are fortunate to be positioned to expand and are poised for even more growth.”

### **About Etix**

Founded in 2000, Etix is an international, web-based ticketing service provider, processing more than 55 million tickets per year in 40 countries. As the largest independent ticketing company in North America, Etix provides flexible and secure ticketing solutions, digital marketing services, and robust e-commerce fulfillment for over 17 years. Etix is proud to work with 1,800 venues, including theaters, arenas, music clubs, festivals, fairs, performing arts centers, casinos,

and more. Headquartered in Morrisville, N.C., Etix has offices in Houston, Birmingham, Austria, China, Germany, Holland, and Japan, as well as a full-service digital marketing agency in Morrisville.

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