

Etix Expands Live Event Marketing Capabilities with Acquisition of Rockhouse Partners

International Ticketing Provider Will Integrate Digital Marketing Agency and Technology Platform for Venues, Festivals, Fairs, and Tours

MORRISVILLE, N.C., January 18, 2011—Today from the 32nd Annual International Ticketing Association (INTIX) Conference and Exhibition, Etix announced that it has acquired Rockhouse Partners, a Nashville-based entertainment-focused digital marketing agency. The move will provide Etix’s ticketing platform clients with access to the Rockhouse proprietary technology products and turn-key services—ticket marketing programs, customer relationship management (CRM) tools, event life cycle management, and action-focused reporting and analytics.

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“Given the rapid pace at which technology is evolving, it’s becoming increasingly complicated for clients to manage and measure digital marketing in-house,” said Travis Janovich, CEO of Etix. “While marketing support from traditional ticketing companies is drying up, ours continues to expand in a direction that reflects the real needs of our clients. The acquisition of Rockhouse, combined with Etix’s existing products, will provide our clients with the tools they need to sell more tickets and give them a leg up in an increasingly-competitive entertainment market.”

Etix will continue to utilize Rockhouse’s marketing agency services, which provides digital marketing, brand activation, and sponsorship brokerage and measurement for clients such as Lance Armstrong & the RadioShack Pro Cycling Team, Nashville Predators, and Thomas Nelson Live Events. Rockhouse client experience also includes Lollapalooza, Churchill Downs, Ryman Auditorium, Delaware State Fair, and The Orange Peel, among others.

“We started Rockhouse with a vision to fundamentally change the way that entertainment properties and brands engage and activate fans,” stated Joe Kustelski, Co-Founder of Rockhouse Partners. “This move allows us to build on that vision with our shared clients and partners, and to capitalize on the many opportunities available in an industry that appears to be in a state of perpetual flux.”

About Etix

Etix is an international web-based ticketing service provider for the entertainment, travel and sports industries, and operates in 40 countries on four continents. Etix provides secure access control ticketing infrastructure solutions, ticket marketing services, and robust ecommerce fulfillment capabilities. Etix clients include venues, arenas, festivals, fairs, performing arts centers, and multi-use facilities.

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