

### Make tRes Part of Your Winning Strategy

tRes is the industry's leading reserved-seat ticketing solution that enables you to efficiently manage your ticket sales and enhance customer service. Equip your venue for success with a solution that offers a wealth of functionality and flexibility designed to retain control of your customer relationships, revenue and brand.

With tRes you can simplify the selling and allocation of your ticket inventory while exercising complete control of your ticket sales, operations and customer data. Improve your customer's purchasing experience by offering a wide selection of best-available tickets including singles, seasons/subscriptions, renewals, and designer series/mini packs, all with a quick, hassle-free order process.

### Sell Your Tickets, Your Way

tRes enables you to customize packages to meet your customers' needs as well as providing you with the tools to achieve your business objectives. Utilize powerful features to manage your ticket-selling environment and gain unprecedented access and visibility into customer information.

#### tRes: Overview

*tRes is a reserved-seat ticket processing software solution that enables you to manage your ticket sales and service customers more efficiently.*

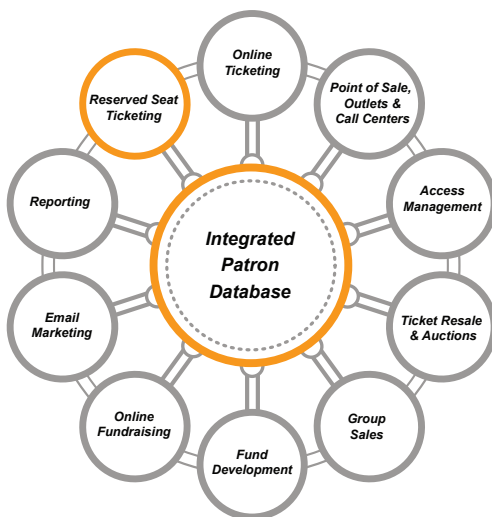
- ▶ *Visual Seat Maps:* Color-coded seat maps give you instant, up-to-the-minute seat availability by price range and section. Operators can click on one seat at a time, highlight a block of seats or select an entire section for a faster sales process.
- ▶ *Automatic Best Available Tickets:* Operators can quickly find the best available seats by section, price level and area, without leaving the main screen to look at the seat map.
- ▶ *Event Inquiry:* Get a detailed picture of every event — before, during and after. This feature keeps you informed of real-time sales activity, including price type, price levels, how tickets were sold, who sold them, payment methods, what seats are left and where.
- ▶ *Automatic Credit Authorization:* Authorize credit card sales instantly, eliminate time-consuming keystrokes, reduce costly human error and process ticket sales quickly.
- ▶ *Bulk Processing:* Process and allocate large quantities of ticket orders in a fraction of the time, using less manpower.

## Drive Sales by Offering More Ticket Inventory

- ▶ Elevate product selection, exposure and value by offering a wealth of inventory at one time
- ▶ Maximize appeal and encourage purchase of available inventory with unique, new packaging strategies, including under-sold events
- ▶ Convert single ticket buyers into multi-ticket buyers

## Gain Unprecedented Access to Customer Data

- ▶ Identify prospects to deepen relationships and sell more tickets
- ▶ Understand how your tickets are being sold and purchased, which events and promotions are selling, and how much your customers are spending to identify sales opportunities
- ▶ Gain instant access to a centralized database to instantly recognize VIP customers, and mine customer data enabling you to drive future marketing programs



## Enhance Customer Relationships and Customer Service

- ▶ Give your customers more options to buy reserved seats with a variety of ticket options including season tickets and season renewals
- ▶ Offer customers tailored processes and packages to meet their unique needs such as mini-plans or designer series packages
- ▶ Quickly transition VIP season ticket holders into a new seat location when moving venues through an automated allocation process

## Increase Operator Efficiency and Ease-of-Use

- ▶ Automatically find best available seats by section, price level and area, allowing your operators to quickly and easily process seat requests
- ▶ Process and allocate large quantities of ticket orders in a fraction of the time, using less manpower
- ▶ Automate seat renewals for season tickets and series subscriptions, facilitating seat assignments saving time and resources

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