



## *Turnkey Intelligence Strikes a Deal with Tickets.com*

*Surveyor Research Platform and Prospector Ticket Sales Automation Platform To Seamlessly Integrate with Tickets.com's ProVenue®*

**Haddonfield, NJ February 2, 2009** – Turnkey Intelligence, LLC and Tickets.com have finalized a long-term agreement to exchange data for the benefit of their roster of shared clients. This new deal, effective immediately, enables sports and entertainment companies to be better informed faster about the attitudes, opinions and preferences of their ticket buyers.

“Tickets.com has a great, open systems environment,” says Haynes Hendrickson, Senior Vice President of Turnkey Intelligence. “Tickets.com accounts will get Turnkey’s nightly data feed with consumers’ survey responses, creating a more holistic view of each customer,” said Hendrickson. “Survey data is critical on the micro level in renewing each customer and equally vital on the macro level in seeing ticket buying patterns and emerging trends,” said Hendrickson.

The deal also includes a nightly ticket transaction data feed the opposite way - from Tickets.com to Turnkey. Turnkey’s Prospector system uses ticket transaction history along with 140 other factors in a sophisticated algorithm to score and rank leads for season tickets, premium seats, suite sales and other inventory. “The problem in the digital age isn’t finding leads, everybody’s drowning in them - it’s identifying the good ones.” said Hendrickson. “Nobody can afford enough staff to call every lead. Selling is expensive. Prospector separates and prioritizes the best leads from the waste-of-time leads,” said Hendrickson.

“Our partnership with Turnkey is another example of how we will continue to deploy proven technologies into the ticketing industry,” said John Rizzi, director of product strategy. “We’re pleased that our data feed functionality enables client’s to leverage details about their fans through Prospector.”

Turnkey has also just completed two (2) separate, additional data enhancement agreements, one with **Axiom Corporation** for consumer data and a separate agreement with **InfoUSA**, for business data. Turnkey has built a seamless, nightly data exchange module with each company to further feed and inform the Prospector algorithm described above.



## PRESS RELEASE

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Turnkey Intelligence is the sports and entertainment industry's leader in consumer research. Turnkey's clients span major brands like Chrysler, Clorox, Honda, MasterCard, Greyhound and properties like the NBA, NFL, NHL, IRL and more than two-thirds of all major league teams in North America. Clients utilize Turnkey's software and services to make better-informed business moves involving sponsorship and ticket sales. Turnkey Intelligence is a subsidiary of Turnkey Sports & Entertainment, the holding company that also owns and operates Turnkey Search, the industry's leading executive search firm. For more information visit [www.TurnkeySE.com](http://www.TurnkeySE.com)

Tickets.com is a leading provider of fully integrated event ticketing solutions and services for thousands of top arts, entertainment, and sports organizations worldwide. Delivering the latest in ticketing technology, Tickets.com offers the advanced ProVenue® ticketing platform, which serves the core of a comprehensive suite of integrated features, products, and services that help clients enhance ticket sales, marketing efforts, and overall customer experience. A privately held subsidiary of MLB Advanced Media, LP, since 2005, Tickets.com is headquartered in Costa Mesa, CA, and has regional offices across the U.S. and around the world. The company also sells tickets directly to consumers at [www.tickets.com](http://www.tickets.com).

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