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**ARNOLD PALMER INVITATIONAL PRESENTED BY MASTERCARD SELECTS ACCESSO
AS NEW TICKETING AND ADMISSION SOLUTION PARTNER**

**UPGRADED ONLINE SALES EXPERIENCE, ACCESS CONTROL AND REPORTING
PART OF COMPREHENSIVE AGREEMENT**

Orlando, FL (September 1, 2009) –*accesso*, a leader in ticketing and electronic commerce, has been selected by the Arnold Palmer Invitational presented by MasterCard to provide comprehensive online and onsite ticketing, access control, and real-time reporting for the storied PGA TOUR event at Bay Hill Club & Lodge in Orlando, FL. The 2010 tournament website, arnoldpalmerinvitational.com, offers ticket sales via the award-winning *accesso* SHOPLAND eCommerce solution, delivering an intuitive retail environment consistent with the tournament's visual identity and branding priorities. The powerful *accesso* on-site ticketing platform will be paired with state-of-the-art wireless technology to deliver real time attendance reports and statistics for key tournament management.

"By upgrading our eCommerce, marketing and reporting technology for the Arnold Palmer Invitational presented by MasterCard, the tournament will deliver enhanced visibility for our presenting sponsor, MasterCard, as well as an improved ticket purchase and redemption experience for our spectators," said Scott Wellington, Tournament Director.

accesso's focus on providing cutting edge ticketing solutions and relentless commitment to customer satisfaction play an important role for both tournament management and sponsors. The tournament's presenting sponsor, MasterCard, will be prominently featured in the online retail environment and offered as the preferred payment option. The entire platform integrates the sponsor into the Arnold Palmer Invitational presented by MasterCard's sales and marketing efforts, creating a consistent message as well as a simplified transaction process.

"We are extremely excited to be providing our world class ticketing solutions to a marquee PGA TOUR event", said Steve Brown, CEO of *accesso*. "We look forward to providing an updated ticketing experience to Arnold Palmer Invitational presented by MasterCard's spectators and providing the tournament's management team with *accesso's* enhanced technology that will assist them in their marketing efforts and operational planning."

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About *accesso*

accesso products and services have been providing cutting edge ticketing and commerce solutions for a wide variety of leading theme parks, water parks and zoos including; Six Flags theme parks across North America, the Columbus Zoo, Zoombezi Bay water park and Elitch Gardens. To date, *accesso's* technology has processed over \$3 billion in sales.

accesso solutions are noted for their streamlined, easy-to-use design which serves as a key differentiation point among a field of complex point of sale systems and rudimentary internet commerce solutions. *accesso* technology seamlessly integrates Front Gate/Box Office Point of Sale, eCommerce, Group Sales, Consignment, Direct Marketing, Season Pass

Processing, Print-At-Home Tickets, Self-Service Ticketing, and Payment Card Processing into one flexible and configurable digital platform.

accesso delivers powerful ticketing and commerce solutions that are fully hosted in a world class data center. With no complicated local network servers to maintain, *accesso* delivers a comprehensive, state of the art solution to any size venue in an affordable manner. For more information please visit www.accesso.com

About Arnold Palmer Invitational

The Arnold Palmer Invitational presented by MasterCard (formerly known as the Bay Hill Invitational) draws the world's top professional golfers on the PGA Tour. The event traces its history back to 1966 when it began as the Florida Citrus Open Invitational. Tiger Woods, who lives in nearby Windermere, captured an unprecedented four consecutive Bay Hill championships from 2000 to 2003. Woods also won the Arnold Palmer Invitational presented by MasterCard in 2008 and 2009.