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BREVARD ZOO USHERS IN A NEW ERA WITH CUTTING EDGE TICKETING SOLUTIONS

ACCESSO TO PROVIDE HOSTED TICKETING AND ECOMMERCE TO DISTINGUISHED ZOOLOGICAL ATTRACTION

Orlando, FL (September 1, 2009) – The recently expanded Brevard Zoo in Melbourne, Florida has chosen ticketing and commerce solution provider, *accesso*, to launch the noted attraction’s first electronic ticketing system. The “small zoo that does big things” will transform its ticketing and admission process with *accesso*’s fully hosted ticketing platform. Brevard Zoo will streamline the arrival process for its guests with the addition of print-at-home ticketing, online membership sales and new front gate ticketing terminals in conjunction with the installation of Alvarado brand entry turnstiles at the venue’s main entrance.

“We are thrilled to enhance our guest and member experience by adding cutting-edge electronic ticketing from *accesso*,” said Keith Winsten, Executive Director of the Brevard Zoo. “New online ticket purchase options and membership sales, coupled with integrated entrance turnstiles, will make supporting and visiting the zoo a breeze for everyone.”

The Brevard Zoo will utilize *accesso*’s fully hosted ticketing and commerce solutions which are currently used by many of the country’s largest visitor attractions. Award winning *accesso* SHOPLAND provides a seamless, intuitive online commerce experience resulting in increased advance ticket sales and improved guest satisfaction. The company’s onsite ticketing system includes comprehensive functionality for front gate sales, group sales, membership sales and access control technology designed specifically for zoos and attractions.

The *accesso* solutions will provide resource management functionality, allowing the Brevard Zoo to efficiently manage camp registrations and the delivery of other educational programs. In addition, integrated data management functionality to support Donor Perfect fundraising software will round out the Brevard Zoo’s new system.

“Our extensive suite of solutions and unwavering commitment to client support gives us the opportunity to work with well-known attractions and events across North America,” said Steve Brown, CEO of *accesso*. “We will deliver a world class solution to the Brevard Zoo without the need for them to invest in the extensive hardware infrastructure often required by other ticketing companies. Our team is excited to have the opportunity to support and expand the conservation, education and entertainment mission of this outstanding zoo.”

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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 Brevard Zoo

Brevard Zoo is home to more than 550 animals representing over 165 species from Florida, Central and South America, Africa, and Australia. The zoo features many extraordinary animal experiences including giraffe and lorikeet feedings, African and wetland kayak tours, and a train ride. Brevard Zoo is accredited by the Association of Zoos and Aquariums. Brevard Zoo is located ½ mile east of I-95 at exit 191 on Wickham Road in Melbourne – 45 minutes from the Orlando airport. Open daily 9:30 a.m. to 5 p.m. (last admission at 4:15 p.m.) Call (321) 254-WILD or visit brevardzoo.org.