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MEDIA CONTACT:

Debbie Evans for acceso - devans@stratcogroup.com or 443-686-0308

**ACCESSOSM WINS 2008 BEST NEW PRODUCT AWARD FROM IAAPA FOR
REVOLUTIONARY ONLINE TICKETING AND ECOMMERCE SOLUTION**

Orlando, FL (November 18, 2008) – At its annual Attractions Expo in Orlando, FL, The International Association of Amusement Parks and Attractions (IAAPA) today announced winners of the industry’s recognition program honoring new services, rides, games and technology. Orlando based international ticketing and electronic commerce provider, acceso, took home the award for Best New Product in the Revenue and Admission Control category for its streamlined new ecommerce package, *ceSHOP V3*.

ceSHOP V3, now known as SHOPLAND, is part of a comprehensive suite of ticketing, ecommerce, marketing and access control services available from acceso. The SHOPLAND package was launched in 2008 by Six Flags Discovery Kingdom, The Columbus Zoo and Aquarium, as well as numerous other leading entertainment destinations in North America. The robust package offers an entertaining and interactive shopping experience for online shoppers, providing easy to use and engaging screens that encourage up-sell packaging and offer guests additional products based on their buying behavior.

“At acceso, our sole objective is to offer the entertainment industry’s most effective and guest-friendly solutions for ticketing at a price that makes powerful technology accessible to attractions of all sizes,” said Steve Brown, CEO of acceso. “The addition of acceso SHOPLAND to our ecommerce suite delivers an incredibly effective online sales tool that dramatically enhances the guest experience and increases the attractions revenue even before guests arrive.”

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About acceso

acceso delivers powerful ticketing and commerce solutions that help customers increase sales without adding expensive infrastructure costs. acceso products and services currently support some of the top attractions in the country including a wide variety of paid admission operations ranging from theme parks and water parks to concerts, live events and sporting events.

acceso solutions are noted for a 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. The acceso platform has delivered innovative, high-performance solutions to major entertainment businesses generating more than \$3 billion in sales.

Key solutions include e-commerce, front gate/box office point-of-sale and self-service kiosks. Integrated payment card processing is provided by acceso's own payment card processing system. For more information, please visit www.acceso.com.