



**FOR IMMEDIATE RELEASE:**

July 13, 2009

**MEDIA CONTACT:**

Debbie Evans for *accesso* - [devans@stratcogroup.com](mailto:devans@stratcogroup.com) or 410-877-9056

**ACCESSO<sup>SM</sup> EXPANDS LEADERSHIP TEAM,  
NAMES TJ CHRISTENSEN NEW DIRECTOR, BUSINESS DEVELOPMENT  
JANEL PISORCHIK NEW DIRECTOR, BUSINESS OPERATIONS**

**Orlando, FL (July 13, 2009)** - *accesso*, a leading provider of ticketing, commerce and payment solutions for the entertainment and hospitality industries, has expanded its senior leadership team with the appointments of TJ Christensen as Director, Business Development and Janel Pisorchik as Director, Business Operations. Both are hospitality industry veterans with extensive experience in ticketing and operations.

As Director, Business Development Mr. Christensen will oversee all growth related efforts for the company including new client acquisition and expanding the company's portfolio of services.

"TJ's results-oriented approach along with his extensive experience and education in marketing and sales will further add to the depth of the *accesso* team and our commitment to delivering innovative solutions backed by the highest quality of service," said Steven K. Brown, CEO of *accesso*.

Christensen's rich experience includes several years with the Walt Disney Parks & Resorts where he developed programs to market WDW ticket product. From there, he worked with leading resort developers to design new products and implement updated approaches to selling at RCI Global Vacation Network. Prior to joining *accesso* Christensen was Director of Marketing for Wyndham Vacation Ownership. At Wyndham, Christensen was responsible for implementing initiatives to increase sales and marketing programs through Local Marketing and Welcome Center operations for all Wyndham Sales Centers in the Mid-South, Mid-Atlantic, and South East Regions.

"I am extremely excited to be a part of driving the future growth of *accesso*," said Christensen. "With our existing product portfolio and even more exciting products in the pipeline, *accesso* is extremely well positioned to further enhance guest experience and attraction revenue while delivering an even greater level of client and customer support."

Janel Pisorchik, who joined *accesso* in 2008, has been named Director, Business Operations and will assume the expanded role of leading all client and customer facing operations. Pisorchik's extensive experience leading high performance teams with leading brands including Walt Disney World and Starbucks Coffee Company will further enhance *accesso*'s position as an industry leader. From managing large scale ticketing operations for Disney, including Walt Disney World and Hong Kong Disneyland, to leading a group of central Florida's highest revenue generating Starbucks locations, Pisorchik's unique skill set will contribute substantially to *accesso*'s continued focus on premier service delivery.

"Keeping pace with the needs of some of the biggest, most innovative and high-quality venues in the attractions industry keeps our team moving," said Pisorchik. "I look forward to continuing to build upon *accesso*'s outstanding reputation of providing responsive, best-in-class service to both our clients and their customers."

“Ensuring our clients are satisfied, above and beyond expectations, day in and day out is our number one priority and Janel’s unparalleled ticketing and service delivery experience will take us to an even higher level of client satisfaction,” said Brown. “Our expanded leadership team, including both TJ and Janel, will further position accesso as a top ticketing and ecommerce provider to the entertainment and leisure industry.”

For more information, please visit [www.accesso.com](http://www.accesso.com).

###

**About accesso**

accesso delivers powerful ticketing and commerce solutions that help customers increase sales without adding expensive infrastructure costs. accesso 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.

accesso 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 accesso platform has delivered innovative, high-performance solutions to major entertainment businesses generating more than \$3 billion in sales.

Key solutions include ecommerce, front gate/box office point-of-sale and self-service kiosks. Integrated payment card processing is provided by accesso's own payment card processing system. For more information, please visit [www.accesso.com](http://www.accesso.com).