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**“ACCESSO DIRECT” DELIVERS INTEGRATED TECHNOLOGIES FOR E-COMMERCE,
TICKETING AND RELATIONSHIP MARKETING CAMPAIGNS**

Orlando, FL (November 17, 2008) - accesso, a leader in ticketing and electronic commerce for the entertainment industry, today announced the addition of comprehensive direct marketing capabilities to its innovative ticketing and e-commerce system. accesso DIRECT™ will enable venues to seamlessly establish ongoing communication with their guests through the accesso platform.

With accesso DIRECT, clients can now deploy email marketing campaigns leveraging email addresses collected during the online ticket purchase process and from their own databases. Venues of all sizes can now unlock the power of email marketing with an affordable and streamlined process.

Integrating the marketing, sales and redemption process also allows venues on the accesso system to develop robust relationships with their clients from sending alerts about upcoming events to automatically thanking customers following their visit with one-to-one communication.

“accesso continues taking the ticketing process to new levels and bringing state-of-the-art functionality to venues of all sizes with our innovative, turnkey solutions backed by the highest level of service,” said Steve Brown, CEO of accesso. “The addition of accesso DIRECT to our integrated ticketing solution empowers our clients to seamlessly market, sell, redeem and thank their customers – the full cycle of a successful guest relationship.”

accesso DIRECT is part of a full service ticketing platform offered by accesso that includes print-at-home ticketing, ecommerce, point of sale, group sales management and self service ticketing kiosks.

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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 e-commerce, 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.