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International Ticketing Company Chooses Tech Park To Enter United States Market

BATON ROUGE – Baton Rouge and the Louisiana Technology Park beat out several other locations across the United States to become the home of an international ticketing management system called Enta Campus.

Enta Campus' software manages online ticketing, management and marketing solutions to North American colleges and universities. The software was originally developed in London and currently manages theatres and sporting events in Europe.

"We originally anticipated locating the business in California, Colorado or North Carolina," said George Newton, III, the Chairman of Enta Campus, LLC and the Seatem Group in London. "We became aware of the Louisiana Technology Park and were greatly encouraged by the enthusiasm of Louisiana's Secretary of Economic Development Michael Oliver and LED's Bob Fudickar. Stephen Moret and David Wood of the Baton Rouge Area Chamber™ were very instrumental in this process and were helpful every step of the way. Discovering the Louisiana Technology Park and Network Technology Group's Tier IV data center were very important factors in the decision to locate the business in Baton Rouge," Newton said.

"The Gulf Opportunity Zone New Markets Tax Credit program was one of the key factors in Enta Campus choosing to locate its first US operation in Louisiana. Enta Campus' selection of Louisiana over North Carolina and California shows that we have the resources here to bring in these innovative companies. These resources can attract additional emerging industries to move Louisiana forward by growing our technology-based economy," said Secretary Olivier.

Enta Campus' first United States customer is the University of New Mexico which has one of the most advanced and efficient university ticket selling operations in the country, selling tickets for nine venues, including the football stadium, the "Pitt" (the 22,000 seat arena that once hosted the Final Four), and a 2,500 seat theater that serves Albuquerque as its performing arts center, regularly hosting touring Broadway shows. The tickets are sold in two box offices, a call center, the Internet and an off campus retail chain using the Enta System, according to George Newton, IV, Vice President of Administration.

Enta Campus anticipates that most client schools will opt for a hosted system which means that the data of the venues all over the country will flow through the data center and be managed there. The company will immediately hire about 10 professionals in sales, network and data management, system implementation and support services and anticipates building to a staff of about 25 professionals.

"The addition of Enta Campus to the Tech Park and the Baton Rouge area is another step in our goal to diversify our economic base," said Stephen Moret, Baton Rouge Area Chamber™ President and CEO. Moret continued by stating that "the aggressive recruitment of technology-driven companies, like Enta Campus, will help position us to compete more successfully against competitor regions."

"Enta Campus is a good example of how we can take all of the pieces of an economic development puzzle and put them together. When we created the Tech Park we knew that the subsidized services that we provide would be important, but adding the data center would really be able to bring in unique, high-tech companies that will have a positive affect on our economy. Enta Campus is a good model of this. This is a company that Louisiana and Baton Rouge can be proud to welcome to our community," said Eddie Ashworth President of the Louisiana Technology Park.

The Go Zone New Market Credits provided by Gulf South Rebirth Fund of New Orleans were a significant factor in the decision to locate in the area. "The Burrus Investment Group is based in Louisiana and with our hotel and other investments in New Orleans we are very anxious to help in the rebuilding in any way we can, but the incentives provided really did make this possible," said Newton.

"We believe that this ticketing market is underserved as is evidenced by the inefficient use of multiple systems on campuses to sell the different venues. Most schools have the major athletic venues on one system and other venues on different systems. We can make the process much more efficient, without diminishing the control over tickets by the responsible departments, and we can save the universities and its ticket buyers a bundle of money, literally millions of dollars while selling more tickets and helping make sure that the important boosters, alumni, faculty and students are properly served," said Drew Scafide, Vice President-Technology.

The Enta system is also used in venues in Spain and Norway and the Queensland performing Arts Center in Australia.

The Louisiana Technology Park is an incubator for technology-oriented companies providing highly-subsidized services, including high-speed Internet access and business coaching that enables emerging companies to grow.

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