



Contact: Eric Housh  
Tel: 205.757.8330 x 804  
Email: ehoush@ticketbiscuit.com

FOR IMMEDIATE RELEASE

#### BATTLEPASS.COM LAUNCHES TICKETING SYSTEM BUILT FOR MMA

System includes full package of ticket sales and marketing tools to take the pain out of fight promotion

BIRMINGHAM, Ala., August 6, 2008 – TicketBiscuit LLC today announced the launch of BattlePass.com, a new service that will help mixed martial arts (MMA) and combat sports promoters host more successful events. BattlePass, built specifically for combat sports, includes tools for event ticketing, event promotion and marketing, website maintenance, and sales reporting. Company President and CEO Jeff Gale said that BattlePass will automate and streamline administrative processes, allowing fight promoters to focus on more important tasks, such as fight cards and event logistics.

In addition to the launch of BattlePass, TicketBiscuit announced an alliance agreement with the World Kickboxing Association (WKA), USA, and with the Richmond, Va.-based Combat Sports League (CSL). CSL is an organization that is fast becoming the premiere farm league for all forms of combative sports.

WKA US Representative and CSL President Brian Crenshaw commented on the BattlePass and WKA USA/CSL alliance, stating, "BattlePass will take our promotions to the next level. CSL has always provided the best talent and the highest production value. Now, with the ticketing systems and marketing tools provided by BattlePass, they can grow even further."

Later this quarter, CSL will launch a suite of fight promotion tools that will complement the features of BattlePass. "CSL's database plus the ticketing and marketing tools from BattlePass will be the one-two punch that will make MMA and combat sports event promoters more successful," said Crenshaw.

Promoters who sign up with BattlePass are given a unique login which allows them to set up events, set ticket prices, accept credit cards, add videos, fighter bios and pictures, and even distribute marketing emails. At any time, promoters can get detailed reports on how ticket sales are doing, so they can adjust their marketing efforts accordingly. BattlePass also automatically updates the promoter's web site with the event details, links to purchase tickets, and the ability to share events via popular social media websites. "We've made it very easy to use," Gale said. "The idea is to save the challenge for the ring."

For more information on BattlePass, please visit [www.battlepass.com](http://www.battlepass.com) or call 1-877-MMA-TIXX.

For more information on WKA USA or the Combat Sports League, please write [info@wkausa.com](mailto:info@wkausa.com) or call (804) 937-7072.

###

If you'd like more information about this topic, please call 1-877-MMA-TIXX or email [info@battlepass.com](mailto:info@battlepass.com).