



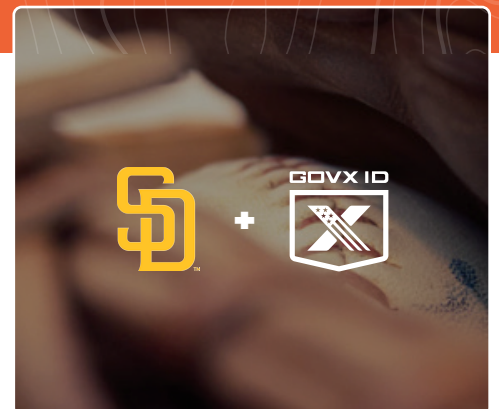
SAN DIEGO PADRES AND GOVX GO TO BAT FOR MILITARY AND FIRST RESPONDERS

PARTNER SUCCESS STORY



SUMMARY

The San Diego Padres partnered with GOVX to bring verification online, making it faster, easier, and more reliable. This significantly increased special offer uptake, resulting in record numbers of military and first responders coming out to the ballpark.



PARTNERING TO GIVE BACK

Over the years, no Major League Baseball team has done more to support and promote our military and first responders than the San Diego Padres. These service communities and their families receive 25% off on tickets to many “salute” games throughout the season (including every Sunday for the military) and 10% discounts on all other games. The authentic connection the Padres have forged with the military community is truly special, and something in which they justifiably take immense pride. In fact, the Padres were the first team with a dedicated Military Affairs department tasked with ensuring the team does everything they can to support the everyday heroes that keep Americans safe at home and around the world. At Petco Park, Sunday games are electric, with special programming to recognize, honor, and support our active duty fighting forces, veterans, and their families peppered throughout the day.

ABOUT THE PADRES

FOUNDED IN 1969, THE SAN DIEGO PADRES PLAY IN THE NATIONAL LEAGUE (NL) WEST DIVISION. THEIR HOME FIELD IS BEAUTIFUL PETCO PARK, RIGHT IN THE HEART OF DOWNTOWN SAN DIEGO. THE CLUB HAS WON TWO NL PENNANTS - IN 1984 AND 1998.



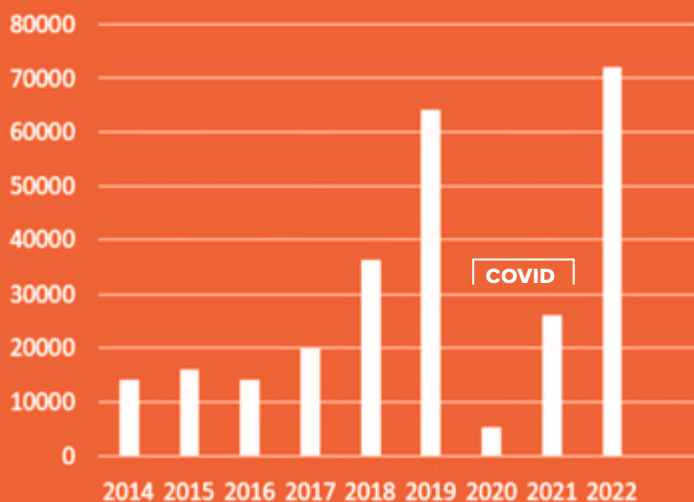
Padres' Military Sundays received a big boost in 2013, when verifying military or a first responder status required a time consuming and burdensome trip to the physical box office. The Padres, hoping to increase discount offer uptake, sought a solution that could bring the verification process online, making it faster, easier, and more reliable. By partnering with GOVX, the Padres got the solution they were looking for, and then some. In addition to world class verification, the Padres got a marketing partner that plays a significant role in driving promotional ticket sales. The partnership proved so successful, in fact, that the Padres introduced GOVX to Major League Baseball, where today GOVX is the preferred verification partner across the league, with millions of GOVX members enjoying access to discounted tickets to see their favorite teams from coast to coast.



The Padres are proud of our strong ties to the military and first responder community. We sell more tickets to the military than any team in the league, and we have GOVX to thank for making verification fast, easy, and reliable. The money we save on verification allows us to offer a significant discount and expand our support for the very deserving military and first responder community.

- ERIK GREUPNER, CEO

GOVX REFERRAL TRAFFIC



GOVX member traffic to the Padres continues to grow