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PRESS RELEASE: "INDIANAPOLIS COLTS OFFER FANS NEW SEAT OWNERSHIP TRANSFER PROGRAM"

INDIANAPOLIS, IN (Indianapolis Colts) JULY 12, 2010 – The Indianapolis Colts today announced a new online service that will provide Colts season ticket holders the ability to sell and transfer their "season ticket holder rights" to an interested buyer.

"Our season ticket holders are our most important customers," said Senior VP of Sales and Marketing, Tom Zupancic. "The STR Marketplace Program gives a season ticket holder who is relocating or has a need to sell their season tickets an opportunity to recoup some of their initial investment."

"We are pleased to partner with the Indianapolis Colts, one of the premier franchises in the NFL, to help launch this innovative program," said Preston Hill, Vice President of STR Marketplace. "By creating the Seat Transfer Marketplace, the Colts will provide a unique service to their fans offering more options for the season ticket holder"

The online service is simple and straightforward. Once a seat location is transferred, the purchaser becomes the new account holder of record and will receive invoices and correspondence for the season tickets, playoff tickets and other available tickets for that specific seat location directly from the Indianapolis Colts for all future seasons. The previous account holder will no longer have any "rights" to that seat location.

Benefits of the Indianapolis Colts Seat Transfer Marketplace:

- Post and sell the "Season ticket holder rights" to your seat location at no upfront cost.
- View and purchase the "Season ticket holder rights" to a seat location from a current season ticket holder.
- Upgrade by selling your current seat location and purchasing a new seat location.

The Indianapolis Colts Seat Transfer Marketplace is available at <http://colts.strmarketplace.com>

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