

UNITED FOOTBALL LEAGUE ANNOUNCES FINALIST MARKETS FOR NEW EIGHT TEAM LEAGUE

Fans to Help Select Eight Host Cities Through TicketRESERVE's Revolutionary Consumer Demand Platform

NEW YORK, October 9, 2007 - - The United Football League (UFL), a new professional outdoor fall football league scheduled to debut in August 2008, today announced the selection of 12 potential host cities. The UFL is inviting fans to help determine which eight markets will win teams for the league's inaugural season through an innovative program with TicketRESERVE.

The UFL and TicketRESERVE partnership enables fans the opportunity to purchase reservations for seats and season tickets in an interactive web based marketplace prior to the League's official launch next August. The online market will open at 10:00 am EST on October 9, 2007 at www.ticketreserve.com.

The 12 finalist markets include: Austin, Birmingham, Columbus, Las Vegas, Los Angeles, Louisville, Memphis, Oklahoma City, Orlando, Raleigh, Sacramento and San Antonio.

"The UFL is about delivering credible and accessible football to fans in key underserved markets around the country, and we felt it was important to give the fans a voice," stated Michael Huyghue, UFL Commissioner. "This program will let fans help dictate where our teams land, based on the level of desire and interest."

Fans simply visit www.ticketreserve.com and pay an upfront cost of as low as \$5 per ticket to reserve their seats. Should their city get selected, the investment acts as a deposit directly towards their ticket purchase. If their city does not get awarded a UFL franchise, the money will be fully reimbursed.

"Forming a new league based on the actual consumer demand ensures fans have a vote in selecting which markets will host a franchise," said Rick Harmon, Chief Executive Officer of TicketRESERVE. "We are excited to be a part of the first professional league that offers sports fanatics the opportunity to bring a team to their city."

The UFL will select the eight original host markets primarily utilizing the TicketRESERVE reservation data, in conjunction with market research and other factors.

About the UFL

The UFL, with headquarters in New York City and led by Commissioner Michael Huyghue, will launch in August 2008 with eight teams comprised of the best players in the world who are not currently on NFL rosters. The UFL franchises are targeted for major markets currently underserved in professional sports, specifically football. The league will be real, outdoor 11-on-11 professional football played in the Fall. Mark Cuban, owner of the NBA Dallas Mavericks and Chairman of HDNet, is the UFL's first team owner.

About TicketRESERVE

TicketRESERVE (www.ticketreserve.com), founded in 2001, is dedicated to providing consumers with access to the biggest and most prestigious live events. Through the purchase of FanFORWARDS, loyal fans can guarantee themselves a seat at their coveted live event and, if necessary or desired, trade the contract 24/7 real-time on the TicketRESERVE website marketplace. TicketRESERVE pioneered the Pre-Primary or Forward market to give live event fans the opportunity to experience the excitement of watching their favorite events, in-person.

TicketRESERVE is a proven and economical alternative to current primary and secondary ticketing operations. The company is based in Chicago.

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