



Press Release

22nd February 2011

Open Frontiers teams up with Chelsea FC Time Pursuit to power stadium tours and brand new museum

Open Frontiers is delighted to announce that Chelsea Football Club has selected Time Pursuit, a real-time booking, ticketing and customer management system, to manage the club's timed stadium tours programme and its brand new museum at Stamford Bridge.

The new museum is due to open this summer and the ground-breaking attraction will focus on immersing visitors in the story of the club through a highly interactive experience.

Time Pursuit is already processing booking and ticketing for the stadium tours, which can be made via www.chelseafc.com or on the day, at the stadium.

Its 'cloud-based' cutting-edge technology will process advance sales online and by telephone. On-site sales and ticketing will be handled through TimePOS, Open Frontiers' web-enabled and fully integrated till application.

Oliver Wigdahl, Managing Director of Open Frontiers says, *"We are incredibly proud that Chelsea Football Club has chosen Time Pursuit to power such a state-of-the-art football and sports attraction. The team at Open Frontiers is more than ready for this exciting challenge."*

[- Ends -]

Notes to Editor:

- Owned by husband and wife team, Oliver and Katy Wigdahl, Open Frontiers is the driving force behind Time Pursuit, the web based leisure activity booking system. Time Pursuit allows leisure operators to sell admissions and activities in advance online, by phone or on-site. Best in class for time and capacity based activities Time Pursuit is packed with state-of-the-art functionality.
- Clients include Go Ape, BeWILDerwood, Xtreme.ie, Rope Runners and FunForest. Go Ape is listed in the 2009 Sunday Times Fast Track 100 and won the Small to Medium Size Business of The Year Award at The National Business Awards 2009. BeWILDerwood was awarded the Themed Entertainment Award (TEA) for "best attraction (on a limited budget)" and "Best UK Tourism Project" from the British Guild of Travel Writers in 2009.
- Time Pursuit has recently been used in study projects by the Judge Business School at Cambridge University, Judge Business School and the University of East Anglia Business School.

Contact cathy.gibbon@openfrontiers.co.uk on 07810 656457 for more information, extended biographies, images and interviews, technical details and case studies, including details of Go Ape's franchise operation at Woburn Safari Park, are available on request.