



Alvarado Manufacturing Company, Inc.

12660 Colony Street, Chino, CA 91710 - (909) 591-8431
(800) 423-4143 FAX: (909) 628-1403 - alvaradomfg.com

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Contact: Jason Cole – Marketing
jcole@alvaradomfg.com
(909) 591-8431 x 357

Alvarado Takes Gold at Winter Olympics

International event required the best in technology to control entry and keep athletes and spectators safe.

Chino, CA – April 16, 2010 – Alvarado, the leading worldwide provider of admission control venue solutions, provided automated entry control at all venues for the Vancouver 2010 Olympic and Paralympic Winter games. Alvarado’s GateLink Validation™ system validated in excess of 1.8 million tickets at over a dozen venues over the course of the games.

The GateLink system also validated “secondary” tickets, an innovative platform that allowed fans to post their tickets for resale or charity donation through the official Vancouver 2010 ticketing website. A unique interface to the Alvarado system allowed the official ticketing provider for the Olympics, Ticket.com, to cancel and reissue tickets electronically, knowing that the Alvarado system ensured only valid tickets would be allowed entry.

In business for over 50 years, Alvarado equipment and systems are installed at venues worldwide. “We’ve been providing automated entry control since the early 1990s and have installations worldwide,” said Bret Armatas, CEO and president of Alvarado. “We were proud to support the 2010 Olympics and pleased that everything ran so smoothly.”

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About Alvarado

Founded in 1956, Alvarado Manufacturing designs and manufactures entry control hardware, admission control systems and patron counting solutions for security, entertainment and retail venues. For more information, visit www.alvaradomfg.com.