

FOR IMMEDIATE RELEASE:

Oakland A's Fans Find New Merchandise Options At the O.co Coliseum Opening Week

April 9, 2015 (Oakland, CA) – Oakland A's fans found a new interactive "Customize Yourself" team store at the O.co Coliseum during opening week against the Texas Rangers; as well as a specialty Ladies Boutique, kid-centric merchandise and a Big & Tall and Women's Plus store. Ovation Food Services, who introduced their *Everything's Fresh*™ program throughout the O.co's food and beverage areas last season, was awarded the opportunity to manage the team's retail merchandise beginning this season.

Ovation delivered new modernized retail spaces with updated graphics and amenities as well as a larger variety of merchandise. This was accomplished by leveraging their buying power, as a subsidiary of Comcast Spectacor, with some of the nation's most prolific sports merchandising companies. "Customize Yourself," located in section 105, specializes in custom lettering on all A's jerseys, cap embroidering, bat engraving and a 3D+ME facial scanner where fans can have their likeness made into a baseball player figurine. Fans interested in specialty women's apparel and accessories will enjoy shopping at the "Ladies Boutique" and those looking for a large range of sizes can visit the "Big & Tall and Women's Plus" specialty store. Ovation will also coordinate merchandise promotions with the Oakland A's to enhance the game day experience throughout the season.

Ovation also operates retail merchandise at Hohokam Stadium in Mesa, AZ; Salt River Fields at Talking Stick in Scottsdale, AZ; Sloan Park in Mesa, AZ; Harbor Park in Norfolk, VA; Greensboro Coliseum Complex in Greensboro, NC; and, NBT Bank Stadium in Syracuse, NY.

Ovation, which operates in more than 140 public assembly facilities across North America, helped the O.co Coliseum earn the #10 spot (up from #29) on Sports Weekly's food and beverage ranking within the first year of taking over the operations.

About Ovation Food Services, LP: A nationally ranked food service company, Ovation Food Services (www.ovationsfoodservices.com) delivers fresh menus, fresh management and fresh ideas to public assembly venues, hotels and casinos throughout the United States and Canada. Ovation specializes in food, beverage, merchandise and hospitality services for stadiums, arenas, convention centers, fairgrounds, expo-centers, racetracks, zoos, performing arts centers, amphitheaters, casinos and hotels. Considered by many as the best managed and most innovative company in the industry, Ovation's results oriented senior management team has been involved in managing almost every major public assembly facility throughout the United States and Canada.

About Comcast-Spectacor: Ovation Food Services' parent company, Comcast-Spectacor (comcast-spectacor.com), which operates in 48 of the 50 United States, is the Philadelphia-based sports and entertainment company which owns the Philadelphia Flyers (NHL), the home arena for both the Flyers and the NBA's Philadelphia 76ers, the Wells Fargo Center, and four Flyers Skate Zone community ice skating and hockey rinks. In addition, Comcast-Spectacor is also the principal owner of Global Spectrum, the fastest growing firm in the public assembly management field with more than 120 facilities throughout the United States and Canada; Front Row Marketing Services, a commercial rights sales company; FanOne, a digital fan marketing company; and Paciolan, the leading provider of venue enablement, ticketing, fundraising and marketing technology solutions.

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