

For Immediate Release

SPECTRA TICKETING & FAN ENGAGEMENT (FORMERLY PACIOLAN) ANNOUNCES PARTNERSHIP WITH PMI ENTERTAINMENT GROUP

Wisconsin live entertainment venues implement integrated solutions to bolster Ticket Star's regional ticketing footprint and enhance fan and patron experiences through innovative technology

IRVINE, Calif. and GREEN BAY, Wis. (June 17, 2015) – Spectra Ticketing & Fan Engagement (formerly Paciolan), a leader in ticketing, fundraising, marketing and analytics solutions for live entertainment organizations, today announced it has entered into a partnership with PMI Entertainment Group (PMI), a full service management company providing comprehensive services to venues and entertainment facilities, and Ticket Star, a full service ticketing company operating in Northeastern Wisconsin and a division of PMI.

Ticket Star's venues and teams launched Spectra Ticketing & Fan Engagement's industry-leading ticketing, Access Management and marketing solutions on June 10 at numerous Wisconsin live entertainment venues, including Resch Center, University of Wisconsin Green-Bay Athletics (Green Bay), Weidner Center for the Performing Arts (Weidner Center), Meyer Theatre, Shopko Hall, Brown County Veterans Memorial Arena, Outagamie County Fairgrounds, Burning Cow Music Festival and other local festivals and celebrations.

"We are excited to partner with Spectra Ticketing & Fan Engagement and join a cohesive community," said Brendan W. Bruss, Executive Vice President of PMI Entertainment Group and President of the Green Bay Gamblers. "Their innovative tools and fan engagement solutions assist us to where we need to be for the next level of serving our fans and customers."

Spectra Ticketing & Fan Engagement's online ticketing system will provide each venue with a branded online box office to efficiently sell tickets to every event in real-time. The online box office will allow fans and patrons of each team or venue to purchase tickets, pick their own seats through an interactive seat map, integrate social media and other advanced features to create a seamless purchase experience.

To elevate the fan and patron experience, each venue will implement Access Management, a digital ticketing solution to enable fans and patrons to print tickets at home or deliver tickets to their mobile devices via a 2D barcode to bypass will call lines at the box office. The Access technology also allows each venue to validate tickets and track attendance in real-time through the use of handheld scanners at each entrance.

PMI will implement the PACmail email marketing solution to expand its communication and broaden its marketing reach to season ticket holders, donors, fans and students. PMI's venues will leverage the system to tailor segmented messages to fans and patrons to promote ticket sales, highlight upcoming events and increase engagement through enhanced online communication. Additionally, Ticket Star's venues will leverage the PAC Social Media marketing suite to engage fans, customers and patrons through user-generated content that drives fan engagement through all of their social and digital platforms. The venues will have the ability to showcase displays of content via in-venue visualizations, social media hubs and carousels of social images.

"We are implementing tools that allow us to sell, target, communicate and market our events better," said Charles Edinger, Director of Ticket Operations at PMI Entertainment Group. "Spectra Ticketing & Fan Engagement enables us to better serve our promoters, every fan and patron attending events through advanced technology."



Comcast Spectacor, a leader in the sports and entertainment industry, raised the bar on live event experiences when it announced on June 2 that Paciolan and its two other divisions - Global Spectrum and Ovations Food Services - now operate as Spectra, a singular, new brand.

“We are thrilled to partner with PMI Entertainment Group and Ticket Star,” said Dave Butler, Chief Executive Officer of Spectra Ticketing & Fan Engagement. “It is exciting to collaborate with leading Wisconsin venues to provide innovative solutions to create the best fan experiences and redefine live events.”

About Spectra Ticketing & Fan Engagement

Spectra's Ticketing & Fan Engagement division is a leader in ticketing, fundraising, marketing, and analytics solutions with over 35 years of experience. Spectra Ticketing & Fan Engagement enables college athletic programs, arenas, professional sports, and performing arts clients to sell more than 120 million tickets per year.

About Spectra

Spectra by Comcast Spectacor is the expert in hosting and entertainment, partnering with over 300 clients at 400 global properties to create memorable experiences for millions of visitors every year. Spectra's expertise is embodied within three divisions: Venue Management (formerly Global Spectrum), Food Services & Hospitality (formerly Ovations Food Services) and Ticketing & Fan Engagement (formerly Paciolan). Learn more at SpectraExperiences.com.

Comcast Spectacor is part of Comcast Corporation, a Fortune 50 media and technology company that operates Comcast Cable and NBCUniversal. Headquartered in Philadelphia, Pa., in addition to Spectra, Comcast Spectacor owns and operates the National Hockey League's Philadelphia Flyers and the Wells Fargo Center venue. Visit us at ComcastSpectacor.com, PhiladelphiaFlyers.com and WellsFargoCenterPhilly.com for more information.

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