

For Immediate Release

SPECTRA TICKETING & FAN ENGAGEMENT (FORMERLY PACIOLAN) ANNOUNCES PARTNERSHIP WITH OHIO UNIVERSITY

University launches integrated ticketing, fundraising and marketing solutions to enhance fan and donor experience and improve customer service

IRVINE, Calif. and ATHENS, Ohio (July 1, 2015) – Spectra Ticketing & Fan Engagement (formerly Paciolan), the leading provider of ticketing, marketing, fundraising and analytics solutions in college athletics, today announced it has entered into a partnership with Ohio University (Ohio). Ohio will implement Spectra Ticketing & Fan Engagement’s industry-leading ticketing, fundraising, access and email marketing solutions.

“It’s exciting to partner with an industry leader in Spectra Ticketing & Fan Engagement to launch a new system that creates a user-friendly experience for our fans,” said Jim Schaus, Director of Athletics at Ohio University. “Working with Spectra Ticketing & Fan Engagement will help us in our goal to improve the overall experience for our fans at events and online, and continue our efforts to provide the highest level of customer service.”

Ohio will launch Spectra Ticketing & Fan Engagement’s online ticketing system on July 1 to efficiently sell tickets to all athletics events and process donations in real-time at OhioBobcats.com. The eCommerce site is a one-stop source for fans and donors to purchase tickets, select seats from a pick-your-own seat map, easily make donations and manage accounts online. The online box office integrates with Spectra Ticketing & Fan Engagement’s fundraising system to seamlessly process donations for the Ohio Bobcat Club Annual Fund.

To adopt digital ticketing and print-at-home tickets, Ohio will implement Access Management, a digital ticketing solution, to provide fans with print-at-home delivery methods to streamline the process of ticket fulfillment. The Access solution allows fans to bypass will call lines and quickly enter each venue upon arrival. Ohio will also look to expand its digital ticketing technology in the future to provide mobile ticket delivery and mobile scanning at a future date to be determined.

Additionally, Ohio will utilize the PACmail email marketing solution to expand its communication and broaden its marketing reach to season ticket holders, donors, fans and students. PACmail will enable Ohio to tailor segmented messages to instantly reach season ticket holders, donors and fans to increase awareness of ticket sales, fundraising opportunities, promotions and upcoming events.

“We are excited to implement new technology powered by Spectra Ticketing & Fan Engagement and provide our customers with a seamless platform to purchase tickets and make donations,” said Michael Stephens, Senior Associate Athletic Director for External Operations at Ohio University. “These solutions not only helps us sell more tickets and further brand the Ohio Bobcats, but it assists our fans with a positive buying experience and improved service.”

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 delighted to partner with Ohio University and provide them with integrated solutions to improve the fan and donor experience,” said Dave Butler, Chief Executive Officer of Spectra Ticketing & Fan Engagement. “We strive to deliver leading and innovative solutions that enable our partners to host memorable events and inspire them to engage their fans and donors, drive revenue, and build loyalty.”



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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