

For Immediate Release

WEST VIRGINIA UNIVERSITY EXTENDS 32-YEAR PARTNERSHIP WITH SPECTRA TICKETING & FAN ENGAGEMENT (FORMERLY PACIOLAN)

University adds business intelligence solution to make data-driven business decisions and continues to leverage ticketing, marketing, fundraising and CRM solutions

IRVINE, Calif. and MORGANTOWN, W.Va. (July 8, 2015) – Spectra Ticketing & Fan Engagement (formerly Paciolan), the leading provider of ticketing, marketing, fundraising and analytics solutions in college athletics, today announced it has extended its long-term partnership with West Virginia University (West Virginia). West Virginia will continue to leverage Spectra's integrated ticketing, marketing, fundraising and Customer Relationship Management (CRM) solutions, and add Spectra's analytics solution. West Virginia has been a Spectra Ticketing & Fan Engagement partner since 1983.

"It was a simple decision to extend our partnership with Spectra Ticketing & Fan Engagement and continue to work with what we consider the industry leader," said Shane Lyons, Director of Athletics and Associate Vice President at West Virginia University. "As a long-term partner, they have helped us stay on top of the latest technology and best practices when it comes to ticketing, fan engagement and the fan experience."

With the partnership extension, West Virginia has added Spectra's analytics solution that provides the athletic department with insight into key performance indicators to spot trends in ticketing, fundraising, marketing and CRM analysis. Visual reports in graphical representations helps staff analyzes sales and identify trends to maximize growth and increase revenues.

"We continue to look for what is new and cutting edge to help our operations," said Matt Wells, Associate Athletic Director, External Affairs at West Virginia University. "Analytics gives us a clear picture of where we stand, who is purchasing and who is no longer purchasing tickets, which helps shape our ticketing strategy."

Leveraging Spectra's online ticketing system, West Virginia continues to provide fans and donors with the ability to purchase tickets and make donations in real-time at WVUGAME.com. The all-in-one eCommerce site allows fans and donors to purchase and renew tickets, select seats from a pick-your-own-seat map, make donations via an integrated fundraising system and manage their accounts online. West Virginia also utilizes digital ticketing technology, Access Management, to provide fans with print-at-home and mobile tickets to quickly enter venues and allow the university to track real-time attendance.

To provide the university with a 360-degree view of its fans, donors, season ticket holders, students and customers, West Virginia has leveraged a CRM system to provide enhanced customer service by efficiently managing relationships. West Virginia utilizes the platform to personalize the sales process by having a holistic view of every customer interaction.

West Virginia will also continue to leverage Spectra's marketing services to communicate and more deeply engage with their fans and donors. PACmail email marketing enables West Virginia to communicate directly to fans and extend its marketing reach via segmented messages of ticket sales, renewals and promotions. West Virginia also utilizes display ad retargeting to promote events and special offers by delivering banner advertisements to specific consumers who visit their website to purchase tickets, helping further increase ticket sales and renewal campaigns. With the PAC Social Media marketing suite, West Virginia is able to engage fans and customers via in-venue visualizations with displays of social media posts and photos on in-venue displays through surfaced fan content, and drive fan engagement through all of their social and digital platforms.

“The support we receive from the Client Partner and eCommerce teams at Spectra Ticketing & Fan Engagement is unrivaled,” added Wells. “They go above and beyond to help us stay on top of trends, best practices and deliver the best experience possible for our fans.”

Comcast Spectacor, a leader in the sports and entertainment industry, raised the bar on live event experiences when it announced on June 2 a new brand called Spectra that brings together the company’s expertise in Venue Management (formerly Global Spectrum), Food Services & Hospitality (formerly Ovations Food Services) and Ticketing & Fan Engagement (formerly Paciolan).

“We are pleased to continue our 32-year partnership with West Virginia University,” said Dave Butler, Chief Executive Officer of Spectra Ticketing & Fan Engagement. “We strive to provide innovative solutions and services that amplify the fan and donor experience and impact every detail for them from driveway to driveway.”

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.

###

Spectra Ticketing & Fan Engagement Media Contacts:

Craig Ricks
Spectra Ticketing & Fan Engagement
Vice President of Marketing
949.823.1636 (O)

Steve Brown
Spectra Ticketing & Fan Engagement
Corporate Marketing Specialist
949.823.4506 (O)

West Virginia Media Contact:

Matt Wells
West Virginia University
Associate Athletic Director, External Affairs
304.293.3086 (O)