



For Immediate Release

**REPLYBUY AND SPECTRA TICKETING & FAN ENGAGEMENT (formerly Paciolan)
ANNOUNCE PARTNERSHIP**

Partnership enables Spectra Ticketing & Fan Engagement clients to utilize ReplyBuy's platform to generate instant mobile sales for fans

SCOTTSDALE, Ariz. (August 18, 2015) – ReplyBuy, the market leader in enabling instant mobile ticket sales, and Spectra Ticketing & Fan Engagement, a leader in ticketing, fundraising, marketing and analytics solutions, today announced a comprehensive new partnership. This partnership will enable clients of Spectra Ticketing & Fan Engagement, including athletics programs, arenas, professional sports teams and performing arts centers to sell tickets and merchandise utilizing the ReplyBuy platform.

With a significant presence across the United States and Canada, ReplyBuy now serves a wide variety of clients across the NBA, NFL, NHL, college athletics and entertainment venues. The partnership will allow Spectra Ticketing & Fan Engagement's hundreds of clients to engage with their fans in real-time via mobile channels, and expedite the ticket-buying process to less than a few seconds with rapid reply text-to-buy technology. Through the integration, mobile 2D barcode tickets will be delivered to a buyer's phone instantly upon purchase and can be scanned at the event. Spectra Ticketing & Fan Engagement clients are also able to utilize ReplyBuy's backend system, targeting capabilities and analytics to connect with fans on-demand and provide them with instant ticket-buying opportunities.

"We're extremely excited about the new partnership with Spectra Ticketing & Fan Engagement," said Josh Manley, ReplyBuy CEO and Founder. "They have done an exceptional job in serving their clients and building a strong community, and this partnership is a reflection of their forward thinking strategy as an organization. Through this partnership all of their clients will be provided with an on-demand engagement solution allowing them to increase stickiness with mobile fans, especially with Millennials."

A division of Spectra by Comcast Spectacor, Spectra Ticketing & Fan Engagement is a leader in ticketing for college athletics, professional sports, arenas and performing arts. The company provides primary ticketing services for major clients such as Auburn University, the Philadelphia Flyers and the Wells Fargo Center, with Spectra Ticketing & Fan Engagement clients combining to sell over 120 million tickets per year. As ReplyBuy's membership continues to grow, this new partnership will make it easy for fans to be aware of upcoming events and purchase tickets to see their favorite teams, artists and events both last minute and on-the-go.

"We are thrilled to announce our partnership with ReplyBuy to help instantly connect fans with tickets to our client's venues," said Dave Butler, President and CEO, Spectra Ticketing & Fan Engagement. "ReplyBuy's on-demand, mobile engagement and instant text transaction capability offers a powerful and fan-friendly way to get tickets to the game."

About ReplyBuy

ReplyBuy enables teams, clubs and venues to connect with their fans in real-time via mobile and also allows fans to purchase tickets to games or events instantly with a simple "reply" text message. Partners can deploy targeted campaigns on-demand, generate instant sales, capture fan data and track their results in real-time. ReplyBuy bridges the gap between marketing and mobile enabled sales in a way that makes sense for every fan.



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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