

For Immediate Release

SPECTRA BY COMCAST SPECTACOR EXPANDS SERVICES AT UNIVERSITY OF MIAMI AND BANKUNITED CENTER

Miami Athletics and BankUnited Center implement new, integrated ticketing, marketing, fundraising services to enhance fan experiences

CORAL GABLES, Fla. and IRVINE, Calif. (Sept. 21, 2015) – Spectra by Comcast Spectacor, the provider of Venue Management at the BankUnited Center, today announced its Ticketing & Fan Engagement division has entered into a partnership with the University of Miami (Miami) to become the official ticketing provider of Miami Athletics and BankUnited Center, the university’s on-campus arena.

With the new partnership, Miami and BankUnited Center now leverage Spectra Ticketing & Fan Engagement’s industry-leading ticketing, Customer Relationship Management, fundraising, Access Management and marketing services to enable both organizations to enhance every interaction with fans in the Miami region.

“With our new partnership, Spectra’s all-in-one approach and integrated services enable Miami Athletics to implement leading technology to improve every fan and donor experience,” said Blake James, Director of Athletics at the University of Miami. “We are able to maximize our prominent brand as the focal point of our business and leverage robust functionality and cutting-edge ticketing, marketing and fundraising platforms.”

With these new ticketing services, Spectra expands its repertoire at BankUnited Center, where the company has been providing Venue Management since the arena’s opening in 2003.

“Expanding our scope of services to include Ticketing & Fan Engagement allows us to enhance the customer experience and achieve new levels of operational excellence,” said Spectra’s Lorenzo Muniz, General Manager at the BankUnited Center. “Delivering these services as a streamlined, single Spectra team allows us to create a seamless experience for our guests and customers through the lifecycle of every event from the time fans discover our events, purchase tickets, step into our venue and interact with us online.”

Spectra Ticketing & Fan Engagement now enables Miami fans, donors and students to purchase tickets to all athletic events and make donations to the Hurricane Club in real-time at HurricaneSports.com through an integrated website. BankUnited Center will also have its own individually branded site at BankUnitedCenter.com where fans can purchase tickets to concerts, family shows, Miami men’s and women’s basketball games and other events. Both websites will provide fans with the ability to pick their own seats via interactive seat maps, transfer tickets and manage their accounts online.

Miami and BankUnited Center will also utilize PAC Access Management, Spectra’s digital ticketing solution, to allow fans to bypass will-call lines at the box office and enter events quickly with print-at-home or mobile tickets. PAC Access Management provides staff at each venue with enhanced real-time attendance reports and information to better serve customers while also catching fraudulent tickets upon entry.

Spectra Ticketing & Fan Engagement will provide marketing services for Miami and BankUnited Center through its PAC Marketing Automation, PAC Retargeting and PAC Social Media services. The PAC Marketing



Automation multi-channel marketing solution will enable Miami and BankUnited Center to deploy customized, triggered email campaigns and re-retargeting emails to deliver a one-to-one marketing experience for each fan.

PAC Retargeting helps to promote events and special offers by delivering banner advertisements tailored to specific consumers who visit Miami's website to purchase tickets but do not complete the transaction, helping further increase ticket sales and renewal campaigns.

The PAC Social Media marketing suite will help Miami and BankUnited Center to drive engagement with fans, donors and customers through user-generated content across all of their social and digital platforms. The venues will have the ability to showcase social content on any screen in-venue and launch social media hubs and carousels of social images.

"We are ecstatic to partner with the University of Miami and BankUnited Center to power ticketing, marketing, fundraising and business intelligence solutions through a single platform," said Dave Butler, President and Chief Executive Officer of Spectra Ticketing & Fan Engagement. "Spectra provides innovative and industry-leading services to help organizations grow revenue and build fan and donor loyalty."

Spectra is a major provider of sports and entertainment hospitality services in South Florida through its Venue Management (formerly Global Spectrum), Food Services & Hospitality (formerly Ovations Food Services) and Ticketing & Fan Engagement (formerly Paciolan) services. One or more of these divisions is at work supporting 16 South Florida venues and events, including: University of Miami, BankUnited Center, Adrienne Arsht Center for the Performing Arts, Colony Theatre, Coral Springs Center for the Arts, Festival of the Arts, Honda Classic, Jungle Island, Miami Beach Convention Center, Miami International Film Festival, Miami Open, Palm Beach County Convention Center, Palm Beach Wine & Food Festival, Palm Beach Zoo and South Beach Wine & Food Festival.

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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