



SeatGeek and Spectra Ticketing & Fan Engagement (formerly Paciolan) Announce Partnership

*Partnership Enables Spectra Clients to List Ticket Inventory on SeatGeek's
Ticketing Platform on both Web and Mobile*

August 3, 2015 (New York, NY) - SeatGeek, the leading ticket search engine, and Spectra Ticketing & Fan Engagement, a leader in ticketing, fundraising, marketing and analytics solutions, today announced a comprehensive new partnership that will enable clients of Spectra Ticketing & Fan Engagement to list their tickets through SeatGeek's web and mobile ticketing platforms. Through this partnership, Spectra Ticketing & Fan Engagement's broad range of clients will provide additional primary ticket inventory for fans of major college athletics programs, arenas, professional sports teams and performing arts venues on the SeatGeek platform.

With over 8 million monthly unique users, SeatGeek has quickly grown into the leading ticket search platform for consumers in North America, with powerful consumer tools that surface the best ticket options from both primary and secondary market sources. As a result of this partnership, SeatGeek will now offer consumers a comprehensive breadth of ticketing options for events organized by Spectra Ticketing & Fan Engagement's hundreds of clients.

"We're thrilled to launch this new partnership with Spectra Ticketing & Fan Engagement," said Nihar Singhal, SeatGeek EVP of Business Development. "Spectra has done an amazing job in serving the ticketing needs of marquee clients across the sports and entertainment industry. Through our partnership, those clients can now take advantage of the platform and audience we've built at SeatGeek to drive primary ticket sales and to reach millions of new fans."

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 The University of Texas, the Philadelphia Flyers and the Wells Fargo Center, with Spectra Ticketing & Fan Engagement clients combining to sell over 120 million tickets per year. With more than 60% of SeatGeek's 8 million monthly users that shop for tickets on a mobile device, this new partnership will make it even easier for fans to purchase tickets to see their favorite teams, artists and events while they are on the go.

"We are extremely excited to announce our partnership with SeatGeek to help connect fans with tickets to our client's venues," said Dave Butler, CEO of Spectra Ticketing & Fan Engagement. "SeatGeek's rich technology and broad customer reach will assist with event discovery and help our client organizations



to sell more tickets.”

About SeatGeek

SeatGeek (<http://www.seatgeek.com>) is the leading ticket search engine that enables fans to quickly and easily discover the best deals for sports, concert, and theatre events. The company’s interactive stadium maps, Deal Score™ and forecasting technology provides fans with the buying intelligence needed to find the best prices from trusted secondary ticket markets and alerts them of the ideal time to purchase tickets. Founded in 2009, SeatGeek is a venture-backed company based in New York City.

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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