

For Immediate Release

SPECTRA BY COMCAST SPECTACOR ACQUIRES BALLENA TECHNOLOGIES

Acquisition will enable a seamless integration of the Ballena Seat3D Technologies with Spectra Ticketing & Fan Engagement platform

PHILADELPHIA (Oct. 26, 2015) – Spectra by Comcast Spectacor today acquired Ballena Technologies to integrate into the Spectra Ticketing & Fan Engagement (formerly Paciolan) ticketing and fundraising platform. With the acquisition, Spectra Ticketing & Fan Engagement clients will be able to take advantage of a tighter integration between the Ballena Seats3D and Seat Relocation Management System (SRMS) with their Spectra Ticketing & Fan Engagement solution to drive sales and elevate the fan experience.

“We’re thrilled to add the talented team at Ballena to the Spectra family,” said Spectra’s Dave Butler, President and CEO of Spectra Ticketing & Fan Engagement. “This acquisition enables an organization to display rich 3D visualizations of its stadium and arena, along with a view from seat, allowing fans to renew, relocate, or upgrade their seats or parking, all seamlessly integrated with their season ticket holder accounts.”

Sports teams and programs looking to move to a new venue, or reseat fans based on priority points in their current venue, are able to leverage Ballena’s Seat Relocation Management System to simplify the process. With this technology, donors and season ticket holders are able to easily access their accounts based on priority ranking and are able to upgrade seats or purchase additional single tickets before the general public.

“We are very excited that Ballena’s industry-leading technology is combining with Spectra Ticketing & Fan Engagement’s client centric approach to the business,” said Clark Livsey, Ticket Manager at Brigham Young University Athletics. “Ballena’s 3D virtual technologies help our season ticket holders, fans and donors buy, renew or upgrade tickets online, providing them with a world-class, online experience.”

Ballena Technologies is the market leader in sports and entertainment venue visualizations. Ballena products serve over 100 venues that are home to NCAA, MLB, NBA, NHL, NFL and MLS teams as well as racing, concert and many other attractions. Current Ballena clients who use a non-Spectra Ticketing system will be able to continue to leverage the Seats3D and SRMS solutions to help fans buy, renew or upgrade tickets through current partnerships.

“We’re excited about the transaction and think that Spectra is a wonderful home for both our clients and employees,” said Rich Sherratt, Chairman and CEO of Ballena Technologies. “This will help to continue to innovate the product line to serve the needs of our clients and their fans.” Sports teams will also be able to integrate a 3D venue rendering and view-from-seat into the shopping cart during the single ticket purchase process enabling fans to preview their seats with a virtual view of the field or floor to help drive sales and increase online conversions.

“Technology that amplifies the fan experience is a priority for our business,” said Dave Scott, President and CEO of Comcast Spectacor. “Spectra’s acquisition of Ballena Technologies addresses a key business need for our clients and helps to create deeper relationships with their fans.”



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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Media Contacts:

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