



For Immediate Release

**SPECTRA BY COMCAST SPECTACOR EXPANDS SERVICES WITH PROFESSIONAL FACILITIES
MANAGEMENT AT LAUDERHILL PERFORMING ARTS CENTER**

New performing arts center launches integrated ticketing and marketing services

LAUDERHILL, Fla. and IRVINE, Calif. (Jan. 19, 2016) – Spectra by Comcast Spectacor today announced it has expanded its partnership with Professional Facilities Management (PFM), and entered into a partnership with Lauderhill Performing Arts Center to provide ticketing and marketing services. With the new partnership, the Lauderhill Performing Arts Center will leverage Spectra Ticketing & Fan Engagement’s industry-leading ticketing, Access Management and marketing services to enhance every interaction with its patrons.

“We are pleased to expand our current partnership with Spectra to add services at Lauderhill Performing Arts Center,” said Lynn Singleton, President of Professional Facilities Management. “Spectra will provide innovative ticketing and marketing services for every patron at a brand new, first class arts center and enable Lauderhill Performing Arts Center to offer leading customer service and technology to its patrons from the start.”

Spectra partnered with PFM in Jan. 2013 and provides ticketing and marketing solutions at five of its venues, including Providence Performing Arts Center (Providence, R.I.), Veteran’s Memorial Auditorium (Providence, R.I.), Barbara B. Mann Performing Arts Hall (Ft. Myers, Fla.), Coral Springs Center for the Arts (Coral Springs, Fla.) and North Shore Center for the Performing Arts (Skokie, Ill.).

The brand new, 1,200-seat theater will host its ribbon cutting ceremony and open house on Wednesday, Jan. 20, and its first event on Saturday, Jan. 23 with “The Moment of Truth” presented by MoWash Productions. Tickets are now on sale at www.lpacfl.com, by phone at (954) 777-2055 or in person at the box office. The box office is open Monday through Friday from 10:00 a.m. to 5:00 p.m., and on Saturday from 12:00 to 4:00 p.m.

Spectra Ticketing & Fan Engagement’s PAC Ticketing and PAC eCommerce services will provide Lauderhill Performing Arts Center with an individually branded eCommerce website at www.lpacfl.com to efficiently sell tickets to every event in real-time. PAC eCommerce allows patrons of Lauderhill Performing Arts Center to purchase subscriptions, single tickets and manage accounts online. Fans will also have the ability to pick their own seats via an interactive seat map, transfer tickets and manage their accounts online.

“It is extremely exciting to officially open the Lauderhill Performing Arts Center and offer a first-class experience to arts and entertainment patrons,” said Michael P. Tipton, General Manager of Lauderhill Performing Arts Center. “With the help of Spectra, we look forward to providing industry-leading purchasing experiences, customer service, engagement and a unique patron experience at our state-of-the-art center.”

Lauderhill Performing Arts Center will leverage PAC Access Management, empowering them with a robust digital ticketing system to provide fans with print-at-home tickets that can be scanned at all events, as well as mobile ticket delivery via 2D barcodes. PAC Access Management enables patrons to bypass will call lines and enter the venue quickly upon arrival, while also providing staff with technology to track and validate real-time attendance.

Additionally, Spectra Ticketing & Fan Engagement will provide marketing services for Lauderhill Performing Arts Center, including its email marketing solution PACmail, to expand communication and broaden marketing efforts through tailored, segmented messages to patrons. The solution will assist the new venue with awareness of ticket sales, promotions and events, increasing engagement and assisting with attendance.



“We are thrilled to expand our partnership with Professional Facilities Management and continue to help provide world class services at another facility in the Lauderhill Performing Arts Center,” said Dave Butler, President and Chief Executive Officer of Spectra Ticketing & Fan Engagement. “We look forward to creating exceptional patron experiences and providing integrated services that will enhance every patron interaction with Lauderhill Performing Arts Center.”

The Lauderhill Performing Arts Center includes an art gallery, meeting/classrooms, banquet/reception facilities, and is a LEED Silver Performing Arts structure. It accommodates events for music, theatre, dance, cinema, visual arts, education, conferences, workshops and other social gatherings.

Spectra is a major provider of sports and entertainment hospitality services in South Florida. One or more Spectra divisions (Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement) are at work supporting 21 venues, teams, universities, performing arts centers, convention centers, events and attractions.

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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