

For Immediate Release

SPECTRA BY COMCAST SPECTACOR EXTENDS PARTNERSHIP WITH METROTIX

St. Louis regional ticketing provider continues to leverage integrating ticketing, fundraising and marketing solutions

ST. LOUIS and IRVINE, Calif. (Jan. 20, 2016) – Spectra by Comcast Spectacor, the experts in hosting and entertainment, today announced its Ticketing & Fan Engagement division (formerly Paciolan) has extended its partnership with MetroTix, the official, authorized ticket seller to top events in the St. Louis metro region and beyond. MetroTix provides ticketing, fundraising and marketing services to more than 20 live entertainment organizations, including performing arts centers, theatres, night clubs, raceways, arenas and tenant teams.

MetroTix is a regional ticketing business powered by Spectra Ticketing & Fan Engagement’s industry-leading ticketing, Access Management and marketing services. MetroTix offers integrated solutions and innovative technology for live entertainment organizations based on each organization’s specific ticketing, fundraising and marketing needs, including its anchor tenant the Fabulous Fox Theatre in St. Louis. Spectra Ticketing & Fan Engagement currently powers 18 regional ticketing services throughout North America that operate across arenas, theatres, performing arts centers, convention centers and universities in their respective markets.

“We are thrilled to continue and grow our 10-year partnership with Spectra and together deliver cutting edge services and technology to a varied community of live entertainment organizations,” said Larry McDonnell, President of MetroTix. “Spectra consistently meets the market’s needs as it continues to evolve, and they enable us to provide world class customer service and functionality to our partner venues and each patron.”

MetroTix sells more than 1.5 million tickets annually via www.MetroTix.com and its online box office, powered by Spectra Ticketing & Fan Engagement’s PAC Ticketing and PAC eCommerce integrated services to efficiently sell tickets to every event at each partner venue in real-time. MetroTix also utilizes its inbound call center to manage sales and customer service for the hundreds of annual ticketed events it powers in the St. Louis region.

MetroTix recently launched a newly-branded website in partnership with carbonhouse, an industry leader in creating venue and sports websites. MetroTix and carbonhouse’s partnership integrates with Spectra Ticketing & Fan Engagement’s ticketing services via an API to that ties together front and back-end data into MetroTix’s content management system to seamlessly populate event information and links to purchase tickets.

“Our goal is to provide the best solutions for our partner venues and their patrons,” said Jim Downey, General Sales Manager at MetroTix. “Spectra Ticketing & Fan Engagement enables MetroTix and its venues to provide every patron with a first-class online experience and the required services to seamlessly engage with organizations through their industry-leading technology and partnership integrations.”

MetroTix and its partner venues also continue utilize PAC Access Management, empowering each venue with a robust digital ticketing system to provide fans with print-at-home and mobile tickets that can be scanned at all events. PAC Access Management enables fans to bypass will call lines and enter venues quickly upon arrival. The technology also tracks and validates real-time attendance while catching fraudulent tickets upon entrance.

Spectra Ticketing & Fan Engagement also provides marketing services for MetroTix and its venues, including PACmail and PAC Ad Retargeting. PACmail, an email marketing solution, helps venues expand marketing communication efforts through tailored, segmented messages. PAC Ad Retargeting enables MetroTix to remarket events specifically to fans who visit their website but did not complete a purchase, leading to increased ticket



sales and revenue. Both solutions increase awareness of ticket sales, promotions and events, increasing engagement and attendance throughout the St. Louis region.

“We are excited to extend and expand our partnership with MetroTix and continue to serve their regional ticketing business with leading ticketing, fundraising and marketing solutions,” said Dave Butler, Chief Executive Officer of Spectra Ticketing & Fan Engagement. “We strive to deliver integrated, industry-leading services that are fan-friendly that enhance every patron relationship and interaction.”

Spectra is a major provider of sports and entertainment hospitality services in Missouri. One or more Spectra divisions (Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement) are at work supporting 19 venues, performing arts centers, teams, universities, 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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