

SPECTRA BY COMCAST SPECTACOR TO SELL NAMING RIGHTS TO LONDON CONVENTION CENTRE

(London, ON) Spectra by Comcast Spectacor, the providers of Venue Management, Food Services & Hospitality and Ticketing & Fan Engagement to the Budweiser Gardens, today expanded its scope of work in London, ON, to now include the sale of the naming rights and commercial sponsorships for the London Convention Centre.

“Spectra has an outstanding reputation in London for their many successes at the Budweiser Gardens,” said Lori Da Silva, General Manager and CEO of the London Convention Centre Corporation. “With their incredible resources, their knowledge of London and the Province, and their ability to identify the best sponsors for the right situations, this is a win-win situation for the LCC and Spectra. The naming rights partner will be integral in the economic growth and subsequent improvement in the physical property.”

“We are always exploring new strategies that will help us generate revenue for the London Convention Centre,” added Da Silva. “Spectra’s Corporate Partnership Services is a leader in valuing, soliciting, and negotiating naming rights for an assortment of clients worldwide. Their experience and expertise in this field will assist us in developing potential additional revenue for the Convention Centre.”

“The naming rights to the London Convention Centre presents a significant opportunity for a business partner to integrate their brand into a venue that has become so important to the people of southwestern Ontario,” said Spectra’s Liam Weseloh, Regional Vice President for the company who will lead the team’s efforts in securing the naming rights in London. “Not only will the naming rights partner receive millions of unique impressions from the local community, but will also have the ability to showcase their products and services in front of hundreds of organizations from around the world who will visit and use the Centre.”

Spectra’s Corporate Partnership Services sold 22 naming rights deals in the last six years for its clients. In London, Spectra handled the naming rights renewal for the Budweiser Gardens with Labatt Breweries of Canada in 2012 as well as the original naming rights of the building with Labatt Breweries for the John Labatt Centre in 2002. In addition to the venue naming rights, Spectra also secured the sub-naming rights to the RBC Theatre, Budweiser King Club, Cambria Executive Suite Level and the Cambria Bar at Budweiser Gardens.

Spectra’s numerous successes in London include delivering \$4 million to the city of London since opening the Budweiser Gardens in 2002 and spurred a 61% increase in taxable assessment (2004-2013).

The London Convention Centre is host to up to 400 events annually, which contribute up to twenty million dollars to the local economy each year. The London Convention Centre is an internationally certified AIPC Gold Standard venue offering over 63,000 square feet of exceptional meeting and exhibit space. The London Convention Centre connects individuals from the local, provincial, national and international community by offering customized experiences that assist in knowledge transfer and entertainment enjoyment.

Spectra is a major provider of sports and entertainment hospitality services to more than 30 properties in Ontario.

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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