

For Immediate Release

SPECTRA BY COMCAST SPECTACOR EXPANDS SERVICES AT FORD IDAHO CENTER AND HELPS TO LAUNCH ICTICKETS REGIONAL TICKETING BUSINESS

Ford Idaho Center and ICTickets implement new, integrating ticketing and marketing services, and launch regional ticketing business for Idaho venues

NAMPA, Idaho and IRVINE, Calif. (March 22, 2016) – Spectra by Comcast Spectacor, the provider of Venue Management at Ford Idaho Center, today announced it has entered into a partnership with the city of Nampa whereby the company will add its Ticketing & Fan Engagement division to the Center and launch ICTickets, a new regional ticketing and marketing services business to sell tickets throughout Idaho.

Powered by Spectra Ticketing & Fan Engagement’s ticketing, Access Management and marketing services, ICTickets will offer integrated solutions and innovative technology for live entertainment venues and events in the region based on each organization’s specific ticketing and marketing needs.

“We are thrilled to expand our scope of services to include Spectra’s Ticketing & Fan Engagement division, which provides us with an opportunity to grow our business with IC Tickets, and further enhance every customer experience and interaction with the Ford Idaho Center,” said Spectra’s Tim Savona, General Manager of Ford Idaho Center. “Our goal is to make a positive impact on each of our venues and the Nampa community, and Spectra helps us reach those goals with integrated services and leading technology.”

Spectra is the expert in hosting events and entertainment, and with the addition of new ticketing and marketing services, expands its presence in Nampa where the company has provided Venue Management services since Oct. 2015. Spectra is a proven provider of sports and entertainment services in Idaho across multiple divisions. Spectra Ticketing & Fan Engagement, for example, powers tickets at Idaho State University Athletics and Lewis-Clark State College Athletics, and also fundraising for the Bronco Athletic Association at Boise State Athletics.

Spectra has helped launch four other regional ticketing businesses since 2015, including Owensboro Tickets (Western Kentucky), Ticket Star (Green Bay, Wis.) Cape Fear Tix (Fayetteville, N.C.) and Empire State Tickets (Mohawk Valley, N.Y.). Spectra Ticketing & Fan Engagement currently powers 19 regional ticketing services throughout North America that operate across arenas, theatres, performing arts centers, convention centers and universities in their respective markets.

In its first four months of operation after its launch in 2015, Owensboro Tickets received purchases from 40 states and Canada, and promoted 70 shows and events at its online box office. Owensboro Tickets sold more than 27,500 tickets that grossed \$600,000 in sales for events at its two venues, the Owensboro Convention Center and RiverPark Center, a 1,400-seat performing arts venue.

ICTickets already provides services for 11 regional venues, including Boise Hotel and Convention Center, Egyptian Theatre, Expo Idaho, Ford Amphitheater, Ford Arena, Ford Idaho Horse Park, Jacksons Indoor Track Facility at the Ford Sports Center and Revolution Concert House and Event Center.

In conjunction with the new partnership, Spectra Ticketing & Fan Engagement now enables ICTickets and the Ford Idaho Center to sell tickets to all events in real-time through an integrated website and eCommerce site. Fans can now purchase tickets to all Ford Idaho Center events and other regional events at ICTickets.com. ICTickets will also provide its fans with the ability to manage their accounts online, transfer tickets and purchase VIP parking at the Ford Idaho Center Arena.



ICTickets will utilize PAC Access Management, Spectra’s digital ticketing solution, to allow fans to bypass will-call lines and enter events quickly via print-at-home or mobile tickets. PAC Access Management provides staff at each venue with enhanced real-time attendance reports and information to better serve customers while also catching fraudulent tickets upon entry.

Spectra will also provide marketing services for the Ford Idaho Center and ICTickets, including PACmail, an email marketing solution, to expand communication and broaden marketing efforts through tailored, segmented messages to fans. Via the ICTickets Insider, fans will be updated with event information emailed directly to them, including concert schedules, pre-sale and contest information.

“We are thrilled to expand Spectra’s presence at the Ford Idaho Center and help support the Nampa community with the launch of ICTickets, our fifth regional ticketing business nationwide in the last two years,” said Dave Butler, President and Chief Executive Officer of Spectra Ticketing & Fan Engagement. “By integrating another Spectra service at the Ford Idaho Center, ICTickets will better enhance all customer interactions with fan-friendly ticketing and marketing services, increase the number of events held annually, and grow event-operational income and ticket sales.”

Owned by the city of Nampa, the Ford Idaho Center is the largest entertainment venue in the state of Idaho. It features a 12,000-seat multi-use arena, an 11,000-seat outdoor amphitheater, and one of the top 10 equine parks in the country. The complex is one of the most versatile and accessible facilities of its kind in the West. Combined, the venues welcome more than 300,000 visitors each year.

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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