

*For Immediate Release*

## **SPECTRA BY COMCAST SPECTACOR EXPANDS PRESENCE AT RYERSON UNIVERSITY AND MATTAMY ATHLETIC CENTRE**

*Ryerson Rams and multipurpose sports and entertainment facility to leverage industry-leading ticketing and marketing services to enhance every fan interaction and experience*

**TORONTO and IRVINE, Calif. (April 18, 2016)** – Spectra by Comcast Spectacor, the provider of Venue Management at Mattamy Athletic Centre, today announced its Ticketing & Fan Engagement division has entered into a partnership with Ryerson University (Ryerson) and Mattamy Athletic Centre, home to the Ryerson Rams varsity hockey, basketball and volleyball teams. In conjunction with the partnership, Ryerson University and Mattamy Athletic Centre will leverage Spectra Ticketing & Fan Engagement’s industry-leading ticketing, Access Management and marketing services.

By adding Ticketing & Fan Engagement services, Spectra expands its presence at Mattamy Athletic Centre, where the company has been providing Venue Management services since the centre, located in the former Maple Leaf Gardens and considered one of the cathedrals of ice hockey while home to the Toronto Maple Leafs from 1931 to 1999, was converted into a multipurpose sports and entertainment facility in 2012. Spectra Venue Management provides booking, scheduling, marketing, maintenance, contracted services, staffing and other operations services at Mattamy Athletic Centre.

“At Spectra, we pride ourselves on transforming events and interactions into exciting experiences for our guests,” said Spectra’s Dan Berger, General Manager of the Mattamy Athletic Center. “With the addition of our Ticketing & Fan Engagement division at Mattamy Athletic Centre, we’re able to create new and engaging opportunities that benefit the fans of live events and Ryerson Rams athletics in the greater Toronto area.”

“Spectra's venue management and marketing expertise has led to attracting events of national and international reputation to the Mattamy Athletic Center,” said Dr. Ivan Joseph, Director of Athletics at Ryerson University. “Partnering with Spectra to deliver Ticketing & Fan Engagement services to our world class venue only increases our ability to create exceptional experiences for our students and our greater community.”

As the primary ticketing provider of Ryerson University and Mattamy Athletic Centre, Spectra Ticketing & Fan Engagement now provides each organization with its PAC Ticketing and PAC eCommerce platform to efficiently sell tickets to all events in real-time through an integrated website and online box office. Fans can now purchase tickets to all Ryerson Rams events at [RyersonRams.ca](http://RyersonRams.ca) and other events at Mattamy Athletic Centre events at [MattamyAthleticCentre.ca](http://MattamyAthleticCentre.ca). Both eCommerce sites will enable fans to manage their accounts online, transfer tickets and print tickets at home or deliver tickets to their mobile device to scan upon entry at events.

Spectra Ticketing & Fan Engagement will also power student ticketing for Ryerson University, empowering the institution to simplify the selling and allocation of student ticket inventory while exercising complete control of sales, operations and data. Students will have the ability to purchase, access and fulfill their tickets via print-at-home or mobile 2D barcode tickets, as well as manage their accounts online.

Ryerson University and Mattamy Athletic Centre will utilize PAC Access Management, Spectra’s digital ticketing solution, for access control to allow fans to bypass will-call lines and enter events quickly via print-at-home or mobile 2D barcode 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 Ryerson University and Mattamy Athletic Centre, including its email marketing solution PACmail. PACmail will help both organizations expand communication and broaden marketing efforts through tailored, segmented messages to fans. Via the Ryerson Rams Mail and Mattamy Athletic Centre Newsletter email subscription, fans will be provided with up-to-date event information, exclusive ticket offers and promotions.

“We are delighted to expand our presence at Ryerson University and Mattamy Athletic Centre to include Ticketing & Fan Engagement services,” said Dave Butler, President and Chief Executive Officer of Spectra Ticketing & Fan Engagement. “With the addition of fan-friendly ticketing and marketing services that improve every customer interaction, Spectra is eager to transform every fan and student experience, as well as help to create exciting experiences for all fans.”

Spectra is a major provider of sports and entertainment hospitality services in Ontario. One or more Spectra divisions (Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement) are at work supporting 23 venues, teams, performing arts centers and universities, including:

- Budweiser Gardens (Venue Management, Food Services & Hospitality, Ticketing & Fan Engagement)
- Centre in the Square (Ticketing & Fan Engagement)
- Enercare Centre (Food Services & Hospitality)
- Elmira Theatre Company (Ticketing & Fan Engagement)
- Essar Centre (Ticketing & Fan Engagement)
- FirstOntario Centre (Venue Management)
- General Motors Centre (Venue Management, Ticketing & Fan Engagement)
- Grand Philharmonic Choir (Ticketing & Fan Engagement)
- Hamilton Place (Venue Management)
- Kitchener Memorial Auditorium Complex (Ticketing & Fan Engagement)
- Kitchener Rangers (Ticketing & Fan Engagement)
- Kitchener-Waterloo Little Theatre (Ticketing & Fan Engagement)
- London Knights (Ticketing & Fan Engagement)
- Mattamy Athletic Centre, Ryerson University (Venue Management, Ticketing & Fan Engagement)
- Mississauga Living Arts Centre (Ticketing & Fan Engagement)
- Molson Canadian Studio (Venue Management)
- Oshawa Generals (Ticketing & Fan Engagement)
- Ryerson University Athletics (Ticketing & Fan Engagement)
- Soo Greyhounds (Ticketing & Fan Engagement)
- The Hangar Sport and Events Centre at Downsview Park (Venue Management)
- WFCU Centre (Venue Management, Food Services & Hospitality, Ticketing & Fan Engagement)
- Windsor Spitfires (Ticketing & Fan Engagement)
- Windsor Express (Ticketing & Fan Engagement)

### **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](http://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](http://ComcastSpectacor.com), [PhiladelphiaFlyers.com](http://PhiladelphiaFlyers.com) and [WellsFargoCenterPhilly.com](http://WellsFargoCenterPhilly.com) for more information.

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