

For Immediate Release

**BC LIONS SELECT SPECTRA BY COMCAST SPECTACOR TO PROVIDE
MARKETING AUTOMATION AND SALESFORCE CRM SERVICES**

*Canadian Football League team to implement multi-channel marketing solution and Salesforce CRM
to better engage fans, drive sales and service*

VANCOUVER, British Columbia and IRVINE, Calif. (April 19, 2016) – Spectra by Comcast Spectacor, the experts in hosting and entertainment, today announced its Ticketing & Fan Engagement division has entered into an agreement with the BC Lions to provide Marketing Automation and Salesforce Customer Relationship Management (CRM) services for the Canadian Football League (CFL) team.

Spectra Ticketing & Fan Engagement’s PAC Marketing Automation platform, powered by FanOne Marketing, will empower the Lions to align sales, customer service and marketing initiatives to gain unprecedented visibility into fan behavior. In addition to Marketing Automation services, the Lions will also implement Spectra Ticketing & Fan Engagement’s industry-specific implementation of Salesforce CRM.

The Lions will be empowered to deliver customized, triggered campaigns and marketing communications via the Lions Insider, the organization’s official newsletter, that provide a one-to-one-marketing experience for each fan. The PAC Marketing Automation platform will integrate ticketing data from the Lions’ primary ticketing platform to help maximize sales efforts, retain customers and upsell strategic initiatives. The platform also enables the organization to track online browsing behavior and consumer response with sales and marketing campaigns to provide greater insight into fan behavior, and allow for deeply segmented and customized communications.

“Partnering with Spectra Ticketing & Fan Engagement to implement Marketing Automation and CRM services will help us to better engage, manage and provide the best service for our dedicated fans and season ticket holders,” said Ben Zayandehroudi, Director of Ticket Sales and Service for the BC Lions. “We are excited to utilize a leading and innovative platform that enhances our sales, marketing and customer service efforts.”

Fans that sign up for the Lions Insider receive up-to-date game-day information, special ticket updates and offers, pre-game notes, interviews, audio and video clips, roster updates, ticket and merchandise offers, interviews, and other exclusive Lions information and digital content.

PAC Marketing Automation will enable the Lions to create customized, personalized URLs (PURLs) with tailored content for season ticket holders to elevate each fan experience and drive renewals. Each individualized landing page will have the ability to feature custom fan information, ticket renewal deadlines and details, and information to directly contact sales representatives from the organization to handle each fans personal ticketing and account needs.

Salesforce CRM integrates with the PAC Marketing Automation platform to provide the Lions with a 360-degree view of every fan and allows staff to work hand-in-hand to manage all customer interactions, including sales and ticket renewal efforts, season ticket holder relationships, and retention efforts with minimal resources and maintenance.

Salesforce CRM provides the Lions with a robust system to better manage customer relationships and sell more tickets to maximize revenues via holistic information on current and past ticket purchasers, the ability to prioritize and score customers, and evaluate the effectiveness of marketing campaigns. Salesforce CRM also provides real-



time reports and dashboards of sales activities and progress, accessible from any device at any time to help staff track relationships and better communicate with customers.

Additionally, Spectra Ticketing & Fan Engagement provides Salesforce administration with its CRM experts taking on the role of an administrator to work with key Lions managers to ensure the organization's database stays relevant, accurate and timely. With the help of Spectra Ticketing & Fan Engagement, the Lions will have strategic direction with data use, building and executing reports and dashboards, account activity, purchase history, key contacts, customer communications and steps to best maintain and manage their database to better understand their fans, season ticket holders and prospects.

"We are thrilled to partner with such a progressive team as the BC Lions to provide integrated, fan-friendly Marketing Automation and CRM services," said Dave Butler, President and Chief Executive Officer of Spectra Ticketing & Fan Engagement. "Spectra Ticketing & Fan Engagement is excited to create new opportunities to increase ticket sales and revenue for the Lions while creating a great new fan experience."

Spectra is a major provider of sports and entertainment hospitality services in British Columbia. One or more Spectra divisions (Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement) are at work supporting 18 venues, teams, performing arts centers and events.

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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