

*For Immediate Release*

**SPECTRA BY COMCAST SPECTACOR EXTENDS 24-YEAR PARTNERSHIP WITH  
THE UNIVERSITY OF CONNECTICUT**

***Division of Athletics adds integrated 3D venue visualizations and Seat Relocation Management System, CRM and business intelligence services to enhance all fan experiences***

**STORRS, Conn. and IRVINE, Calif. (April 26, 2016)** – Spectra by Comcast Spectacor, the experts in hosting and entertainment, today announced its Ticketing & Fan Engagement division has extended its 24-year partnership with the University of Connecticut (UConn). With the renewed partnership, UConn’s Division of Athletics will implement Spectra Ticketing & Fan Engagement’s Ballena Seats3D and Seat Relocation Management System (SRMS), Customer Relationship Management (CRM) and PAC Analytics services, and upgrade its existing Access Management technology. UConn has been a Spectra partner since 1992.

“We are pleased to extend UConn’s long-term relationship with Spectra Ticketing & Fan Engagement,” said David Benedict, UConn Director of Athletics. “Consumers today are looking for highly-convenient technology platforms. With the introduction of new services in this relationship, we hope that our loyal donors and fans will enjoy an enhanced experience when they interact with us.”

UConn continues to leverage Spectra Ticketing & Fan Engagement’s PAC Ticketing and PAC eCommerce platforms to enable fans, donors and students to purchase tickets to all events and make donations to the UConn Club in real-time at [UConnTickets.com](http://UConnTickets.com). The integrated all-in-one online box office provides fans and donors with the ability to pick their own seats via interactive seat maps, transfer tickets and manage accounts online.

UConn will begin utilizing Spectra Ticketing & Fan Engagement’s realistic and fan friendly Seats3D and Seat Relocation Management System (SRMS), powered by Ballena Technologies, to provide fans with rich 3D venue visualizations and enhance the online purchase experience. Seats 3D and SRMS integrates into Spectra Ticketing & Fan Engagement’s ticketing and fundraising platforms, and will provide UConn fans and donors with the convenience of an interactive digital system to preview individual seat availability with panoramic views from a particular seat in the ticket buying experience. UConn can also utilize the technology to manage re-seating or seat relocation initiatives and create seamless customer experiences.

“Spectra Ticketing & Fan Engagement continues to serve UConn and our passionate supporters through the growth of innovative ticketing program and services,” said Kyle Kravchuk, UConn Associate Director of Athletics, Ticket Operations. “Additionally, with the implementation of our new and fan-friendly deliverables, we are excited about making the ticket-buying experience better than ever.”

To provide staff with a 360-degree view of fan, season ticket holders, donors and students, UConn will utilize Spectra Ticketing & Fan Engagement’s PAC CRM service. PAC CRM helps staff to efficiently manage all customer relationships and interactions, including sales and ticket renewal efforts, season ticket holder and donor relationships, and retention efforts.

With the implementation of Spectra Ticketing & Fan Engagement’s PAC Analytics platform, UConn’s Division of Athletics has insight into key performance indicators to spot trends in ticketing, fundraising, marketing and business analytics to make data-driven decisions. Visual reports in graphical representations of data helps staff analyze sales and identify trends to maximize growth and increase revenues.



Additionally, UConn will upgrade its PAC Access Management hardware and software in 2017. Spectra Ticketing & Fan Engagement’s digital and mobile ticketing platform enables Huskies fans to bypass will-call lines at the box office and enter events quickly with 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.

“We are pleased to extend our 24-year partnership with the University of Connecticut and provide new integrated, fan-friendly ticketing, CRM and analytics services that enhance the experience of every fan, donor and student,” said Dave Butler, President and Chief Executive Officer of Spectra Ticketing & Fan Engagement. “We pride ourselves on providing innovative and integrated services to enhance every fan experience, and are equally proud to continue our relationship with a leading public research institution that boasts 16 NCAA national championships since 2000.”

Spectra is a major provider of sports and entertainment hospitality services in Connecticut. One or more Spectra divisions (Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement) is at work supporting six venues, teams and organizations, including: UConn, XL Center, Pratt & Whitney Stadium at Rentschler Field, Hartford Wolf Pack, Connecticut Open at Yale (WTA) and the Travelers Championship (PGA Tour).

#### **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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