



***For Immediate Release***

## **KEYSTONE CENTRE SELECTS SPECTRA BY COMCAST SPECTACOR TO PROVIDE TICKETING AND FAN ENGAGEMENT SERVICES**

*Multi-purpose, 540,000 sq. ft complex including three Arenas, Amphitheatre, Convention Centre, and Agricultural Centre, will implement ticketing and online marketing services to enhance all fan experiences and interactions*

**BRANDON, Manitoba and IRVINE, Calif. (June 3, 2016)** – Spectra by Comcast Spectacor, the experts in hosting and entertainment, today announced its Ticketing & Fan Engagement division has entered into a partnership with the Keystone Centre to provide ticketing and online marketing services. The Keystone Centre, inclusive of Westman Communications Group Place, Westoba Credit Union Agricultural Centre of Excellence and Keystone Centre Amphitheatre will begin services in the summer of 2016.

The Keystone Centre is home to three major tenants including; the Brandon Wheat Kings of the Western Hockey League (WHL), the Provincial Exhibition of Manitoba and the Brandon Curling Club. With the new partnership, each organization will have the opportunity to leverage Spectra's industry-leading online and digital ticketing, Access Management and online marketing services to enhance every fan interaction.

"We are pleased to have Spectra as our ticket supplier," said Neil Thomson, General Manager of the Keystone Centre. "We think their product will allow us to provide better service to our ticketing clients."

The Keystone Centre, an independently managed facility, includes Westman Communications Group Place, a 5,102 seat arena which is home to the 2016 WHL champion Brandon Wheat Kings team.

With the addition of the Wheat Kings, through their home arena, Spectra Ticketing & Fan Engagement provides ticketing services for six WHL franchises, including the Everett Silvertips, Kelowna Rockets, Spokane Chiefs, Victoria Royals and Vancouver Giants, and 13 total Canadian Hockey League (CHL) teams. The CHL is the world's largest development hockey league with 52 Canadian and eight American teams participating in the WHL, Ontario Hockey League and Quebec Major Junior Hockey League.

Spectra Ticketing & Fan Engagement will launch a new individually Keystone Centre-branded eCommerce site for the multi-purpose complex via its PAC Ticketing and PAC eCommerce ticketing services to efficiently sell tickets in real-time. Fans will have the ability to purchase tickets to all events at <http://tickets.KeystoneCentre.com>, including single tickets and season ticket packages for the Wheat Kings and tickets to the Provincial Exhibition of Manitoba. Keystone Centre's online box office will enable fans to select seats via a pick-your-own-seat map, manage accounts and transfer tickets online.

The Keystone Centre will also have the ability to launch its own regional ticketing service to provide Western Manitoba-area venues with ticketing services powered by Spectra Ticketing & Fan Engagement. Spectra has helped launch five regional ticketing businesses since 2015, including ICTickets (Idaho), Owensboro Tickets (Western Ky.), 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.



The Keystone Centre will implement PAC Access Management, empowering the arena with a robust digital ticketing system to provide fans with print-at-home and mobile 2D barcode tickets that can be scanned at all events. PAC Access Management enables patrons to bypass will call lines and enter the venue quickly upon arrival, while also providing staff with technology to track and validate real-time attendance, and catch fraudulent tickets.

Spectra Ticketing & Fan Engagement will provide online marketing services for the Keystone Centre and its ticketed events including its email marketing solution PACmail. Utilizing PACmail will help to expand communication and broaden marketing efforts through tailored, segmented messages to fans. The robust email platform will assist with awareness of ticket sales, promotions and events, increasing engagement and aiding in increased attendance.

In addition to ticketing and online marketing services, Spectra Ticketing & Fan Engagement will provide the Keystone Centre with a dedicated Client Partner and eCommerce Operations Specialist as an extension of their staff to help optimize ticketing and eCommerce strategies, and implement industry best practices to help drive fan engagement and increase revenue. The Keystone Centre will also have the ability to utilize Spectra Ticketing & Fan Engagement's agency-like marketing services team that specializes in email marketing, display ad retargeting, social media engagement, fan rewards, performance marketing and Google Analytics.

"We are thrilled to partner with Keystone Centre to provide industry-leading and fan-friendly ticketing and marketing services," said Dave Butler, President and Chief Executive Officer of Spectra Ticketing & Fan Engagement. "Spectra is a proven leader throughout arenas in Canada and teams in the Western Hockey League, and we are eager to create a new and exciting relationship in Manitoba that provides the best experience for fans of live entertainment and events."

Spectra is a major provider of sports and entertainment hospitality services in Western Canada. One or more Spectra divisions (Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement) is at work supporting 25 venues, teams, events and live entertainment organizations.

### **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.

###