



For Immediate Release

**SPECTRA BY COMCAST SPECTACOR EXTENDS 25-YEAR PARTNERSHIP
WITH THE UNITED STATES NAVAL ACADEMY**

Navy Athletics adds integrated Marketing Automation and Salesforce CRM and continues to utilize ticketing, fundraising and marketing services to enhance all fan experiences

ANNAPOLIS, Md. and IRVINE, Calif. (June 1, 2016) – Spectra by Comcast Spectacor, the experts in hosting and entertainment, today announced its Ticketing & Fan Engagement division has extended its 25-year partnership with the United States Naval Academy (Navy). With the renewed partnership, Navy will implement Spectra Ticketing & Fan Engagement’s PAC Marketing Automation and Salesforce CRM services, and continue to leverage the division’s industry-leading ticketing, fundraising and marketing services. Navy has been a Spectra partner since 1991.

“Extending our long-term partnership with Spectra Ticketing & Fan Engagement brings our relationship to a new level with more industry-leading services,” said Chet Gladchuk, Director of Athletics at the United States Naval Academy. “Coming out of our most successful football season and growing our business to where it needs to be, we are excited to add more dynamic technology to Navy Athletics and provide exceptional experiences for our fans.”

Navy will implement Spectra Ticketing & Fan Engagement’s PAC Marketing Automation platform, powered by FanOne Marketing, to better align sales, customer service and marketing initiatives. The multi-channel marketing platform will empower Navy to deliver customized, triggered campaigns and marketing communications via the Midshipmen’s official newsletter to provide a one-to-one-marketing experience for each fan and donor. PAC Marketing Automation integrates ticketing and other ancillary data from Spectra Ticketing & Fan Engagement’s PAC Ticketing platform to help maximize sales efforts, retain customers, gain unprecedented visibility into fan behavior, upsell strategic initiatives and drive donations for the Blue-N*-Gold.

In addition to PAC Marketing Automation services, Navy will also implement Spectra Ticketing & Fan Engagement’s industry-specific implementation of Salesforce CRM. Salesforce CRM integrates with the PAC Marketing Automation platform to provide Navy with a 360-degree view of every fan and donor. The platform enables staff to work hand-in-hand to manage all fan and donor interactions, including sales and ticket renewal efforts, season ticket holder and donor relationships, and retention efforts with minimal resources and maintenance.

Navy 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 Blue-N*-Gold in real-time at www.NavySports.com. The ticketing and eCommerce platforms seamlessly integrate with Spectra Ticketing & Fan Engagement’s PAC Fund fundraising service to enable Navy to accept and process donations, including a Quick Donate feature for donors to complete a simple form and make donations without logging in to an account. The integrated, all-in-one ticketing and fundraising services also provide fans, donors and Midshipmen with the ability to pick their own seats via interactive seat maps, process donations, transfer tickets and manage accounts online.

“Marketing events isn’t solely about ticketing anymore, it’s about the fan experience and engagement,” said Matt Munnely, Senior Associate Athletic Director, Ticket Operations and Summer Sports Camp Programs at the United States Naval Academy. “The PAC Marketing Automation platform will enable us to tell our story to our fans and donors in a more elegant way and consistently improve engagement.”



“We are thrilled to continue our 25-year partnership with a thought-leading service academy and Navy Athletics,” said Dave Butler, President and Chief Executive Officer of Spectra Ticketing & Fan Engagement. “Spectra Ticketing & Fan Engagement is proud to provide innovative fan-friendly services that help to enhance every fan and donor experience and keep them coming back again and again.”

Spectra Ticketing & Fan Engagement continues to be the preferred primary ticketing provider for all three service academies in Division I of the NCAA, including Navy (Navy/Marine Corps), the U.S. Military Academy (Army) in West Point, N.Y. and the U.S. Air Force Academy (Air Force) in Colorado Springs, Colo.

Spectra is a major provider of sports and entertainment hospitality services in Maryland. One or more Spectra divisions (Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement) is at work supporting seven venues, teams and organizations, including:

- United States Naval Academy (Ticketing & Fan Engagement)
- University of Maryland (Ticketing & Fan Engagement)
- Clarice Smith Performing Arts Center (Ticketing & Fan Engagement)
- Maryland Science Center (Food Services & Hospitality)
- Arthur W. Purdue Stadium (Food Services & Hospitality)
- Harry Grove Stadium (Food Services & Hospitality)
- Prince George Stadium (Food Services & Hospitality)

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.

###