



***For Immediate Release***

**SPECTRA BY COMCAST SPECTACOR EXTENDS 27-YEAR PARTNERSHIP  
WITH COLORADO STATE UNIVERSITY**

***Colorado State Athletics continues to leverage integrated Ticketing & Fan Engagement and Food Services & Hospitality solutions to drive the customer experience***

**FORT COLLINS, Colo. and IRVINE, Calif. (June 8, 2016)** – Spectra by Comcast Spectacor, the experts in hosting and entertainment, today announced its Ticketing & Fan Engagement division has extended its 27-year partnership with Colorado State University (Colorado State). Colorado State continues to utilize Spectra’s industry-leading ticketing, fundraising and marketing services, as well as the division’s strategic partnership integration with StubHub. Colorado State has been a Spectra Ticketing & Fan Engagement partner since 1989.

Spectra Ticketing & Fan Engagement is the leading provider of ticketing, fundraising, marketing and analytics services in college athletics, powering 120 institutions throughout North America and nine of the 12 Mountain West Conference institutions with integrated services.

Spectra’s Food Services & Hospitality division also has a presence at Colorado State, providing concessions and catering services at Hughes Stadium and Moby Arena. Spectra has implemented a mix of concepts at Colorado State’s facilities, including Black Angus Grill, Chicken Fry Fry, Rams Fresh Classics and Hot Dog Nation. Spectra Food Services’ Everything’s Fresh Philosophy ensures food is prepared fresh, in front of fans from locally-sourced ingredients whenever possible to provide fans with heightened event experiences.

“Continuing our long-term partnership with Spectra will help us to further enhance the experience of our fans, donors and students,” said Joe Parker, Athletics Director at Colorado State University. “We are thrilled to have a dedicated partner that provides us with innovative and integrated ticketing, marketing, fundraising and food services to drive the customer experience at our events.”

Spectra Ticketing & Fan Engagement will continue to provide Colorado State with its ticketing and fundraising services to enable fans, donors and students to purchase tickets and make donations to the CSU Ram Club in real-time at [www.CSURams.com](http://www.CSURams.com). The PAC Ticketing and PAC eCommerce platforms seamlessly integrate with Spectra Ticketing & Fan Engagement’s PAC Fund fundraising service to enable customers to pick their own seats via interactive seat maps, and manage accounts online with features that include the ability to upgrade or renew tickets, transfer or re-issue tickets, view priority points and account history.

Colorado State is utilizing Spectra Ticketing & Fan Engagement’s Seats3D services, powered by Ballena Technologies, to provide fans with realistic, rich and fan-friendly 3D venue visualizations of its new football stadium, set to open in 2017. Fans can utilize the Seats3D technology to toggle through panoramic views from 100- and 200-level seats, suites and club levels of the stadium to preview sightlines as they will look in the finished stadium.

With the partnership renewal, Colorado State will upgrade its digital ticketing technology, powered by Spectra Ticketing & Fan Engagement’s PAC Access Management service. The digital ticketing technology that powers access scanners enables Rams fans to have a more seamless experience entering venues at all ticketed events with the ability to bypass will-call lines upon arrival with print-at-home tickets or mobile 2D barcode tickets.

Colorado State will also continue to utilize Spectra Ticketing & Fan Engagement’s strategic partnership integration with StubHub, the global ticket marketplace leader, to provide fans with the ability to utilize the official fan-to-fan ticket marketplace for Colorado State Athletics tickets. The partnership integration allows season ticket and single

ticket holders the opportunity to resell unused tickets on the secondary market, and provides buyers with access to great seats and the ability to print and receive tickets instantly at home or via mobile delivery.

Spectra Ticketing & Fan Engagement will continue to provide marketing services for Colorado State, including PACmail email marketing and PAC Ad Retargeting. Colorado State utilizes PACmail to send targeted, segmented communications that contain the latest event information, ticket specials and marketing promotions. PAC Ad Retargeting provides Colorado State with the ability to track consumers that visited its website, but did not purchase tickets, and serve them online banner advertisements that feature a special offer to purchase.

Spectra Food Services & Hospitality serves more than 276,000 guests per year at Colorado State's athletic facilities, and also caters notable events at the university, including the CSU Football recruits dinners, private events, and donor and VIP banquets. The catering program has grown 54% year-over-year since Colorado State partnered with Spectra Food Services & Hospitality.

Spectra Food Services & Hospitality works closely with Colorado State to promote food and beverage specials that help to drive the customer experience and increase revenues with promotions and events. Spectra's Food Services & Hospitality and Ticketing & Fan Engagement divisions work cohesively together at Colorado State with the athletic department offering family four-packs that include hot dogs and drinks with each ticket purchased during particular promotions.

Spectra also provides operations and technology support, including staffing and the installation of digital menu boards at each Moby Arena concession stand for improved speed of service, menu changes and promotions via menu item photos.

Additionally, Spectra has a proud tradition of community investment at Colorado State with a commitment to making a difference. Spectra provides an annual \$2,500 scholarship to the student athlete of CSU Athletics' choice to assist with their commitment to education. Spectra also gives back over \$250,000 to the Northern Colorado Community through a not-for-profit program that enables more than a dozen nonprofit groups the opportunity to volunteer at concessions stands to raise funds towards their various charities and organizations.

"We are thrilled to continue Spectra Ticketing & Fan Engagement's 27-year partnership with Colorado State University and ensure Spectra's presence on campus enhances all fan and donor experiences," said Dave Butler, President and Chief Executive Officer of Spectra Ticketing & Fan Engagement. "We are excited to further integrate ticketing and food sales with our sister division Spectra Food Services & Hospitality to directly benefit every customer during every interaction."

Spectra is a major provider of sports and entertainment hospitality services in Colorado. One or more Spectra divisions (Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement) is at work supporting 26 institutions, venues, teams, events and live entertainment organizations, including:

- Colorado State University (Ticketing & Fan Engagement & Food Services & Hospitality)
- U.S. Air Force Academy (Ticketing & Fan Engagement)
- University of Colorado (Ticketing & Fan Engagement)
- University of Denver (Ticketing & Fan Engagement)
- Newman Center for the Performing Arts at the University of Denver (Ticketing & Fan Engagement)
- Colorado College (Ticketing & Fan Engagement)
- The Ranch Events Complex (Venue Management, Food Services & Hospitality and Ticketing & Fan Engagement)
  - Budweiser Events Center

- First National Bank Building
- Ranch-way Feeds Indoor Arenas & Pavilions
- Thomas M McKee 4-H, Youth & Community Building
- Larimer County Fair
- Gnarly Barley Brew Festival
- Rock'n Western Rendezvous
- Colorado Eagles
- Colorado Crush
- Bandimere Speedway (Ticketing & Fan Engagement)
- National Western Stock Show (Ticketing & Fan Engagement)
- Broadmoor World Arena (Ticketing & Fan Engagement)
- Pikes Peak Center for the Performing Arts (Ticketing & Fan Engagement)
- Pueblo Convention Center (Venue Management and Ticketing & Fan Engagement)
- Pueblo Memorial Hall (Venue Management and Ticketing & Fan Engagement)
- Greeley Stampede (Ticketing & Fan Engagement)
- Grand Junction Rockies (Ticketing & Fan Engagement)
- Two Rivers Convention Center (Ticketing & Fan Engagement)
- Avalon Theatre (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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