



For Immediate Release

**MISSISSIPPI STATE UNIVERSITY SELECTS SPECTRA BY COMCAST SPECTACOR
TO PROVIDE TICKETING & FAN ENGAGEMENT SERVICES**

Mississippi State Athletics to implement new, integrated ticketing, fundraising and marketing services to enhance all fan and donor experiences

STARKVILLE, Miss. and IRVINE, Calif. (June 13, 2016) – Spectra by Comcast Spectacor, the experts in hosting and entertainment, today announced its Ticketing & Fan Engagement division has entered into a partnership with Mississippi State University (Mississippi State). With the new partnership, Mississippi State will implement Spectra Ticketing & Fan Engagement’s industry-leading ticketing, Access Management, fundraising and marketing services, and continue to utilize Ballena Seats3D and Seat Relocation Management System (SRMS) to enhance to enhance all fan and donor experiences.

Spectra Ticketing & Fan Engagement is the leading provider of ticketing, fundraising, marketing and analytics services in college athletics, powering 120 colleges throughout North America, including eight of the 14 Southeastern Conference institutions and 49-of-65 Power 5 schools with integrated services.

“Partnering with the industry-leader in college athletics who is at the forefront of technology is the perfect transition for Mississippi State Athletics,” said Scott Stricklin, Director of Athletics and Recreation at Mississippi State University. “Spectra Ticketing & Fan Engagement provides state-of-the art and integrated ticketing, fundraising, marketing and analytics technology, and their services significantly benefit us. Their services enable us to provide a better fan and donor experience and create better engagement holistically.”

Mississippi State recently launched a new, integrated ticketing and fundraising platform powered by Spectra Ticketing & Fan Engagement’s PAC Ticketing, PAC eCommerce and Fundraiser’s Advantage services via an all-in-one eCommerce site at www.HailState.com to efficiently sell tickets and process donations in real-time. The Mississippi State branded eCommerce platform provides fans, donors and students with the ability to pick their own seats via interactive seat maps, renew tickets, reissue and transfer tickets, and manage accounts online.

Fundraiser’s Advantage enables Mississippi State to maximize donor communications and productivity, and provides an online module integrated into the online box office to receive donor contributions, with an easy-to-use set of tools. Staff and donors are provided with access to complete giving and ticket history in one location, priority points information and the ability to setup monthly or annual renewal payments.

Prior to implementing new ticketing services, Mississippi State leveraged Spectra Ticketing & Fan Engagement’s realistic and fan friendly Seats3D and Seat Relocation Management System (SRMS) services, powered by Ballena Technologies. Mississippi State will continue to integrate Seats 3D and SRMS into its new ticketing and fundraising services to provide fans, season ticket holders and donors with rich 3D venue visualizations that enhance the online purchase experience. The interactive digital system enables fans and donors to preview individual seat availability with panoramic views from a particular seat in the ticket buying experience.

Mississippi State will implement PAC Access Management, empowering the university and its venues 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 fans to bypass will call lines and enter venues quickly upon arrival, while also providing staff with technology to track and validate real-time attendance, and catch fraudulent tickets.

“From the moment our fans buy tickets, make a donation, or receive a marketing communications, we know we can rely on one platform to directly benefit both our fans and our staff,” said Mike Richey, Senior Associate Athletic Director, Bulldog Club Ticket Operations. “Spectra Ticketing & Fan Engagement’s services helps us be more efficient and provide the best fan experience. Everybody wins.”



To increase engagement with fans, donors and students, Mississippi State will leverage Spectra Ticketing & Fan Engagement’s marketing services, including PAC Marketing Automation, PAC Social Media and PAC FanMaker Rewards. Mississippi State will also have the ability to utilize Spectra Ticketing & Fan Engagement’s agency-like marketing services team that specializes in Search Engine Marketing (SEM), display ad retargeting and display marketing and Google Analytics.

Spectra Ticketing & Fan Engagement’s PAC Marketing Automation platform, powered by FanOne Marketing, will enable Mississippi State to provide a one-to-one-marketing experience for season ticket holders, fans and donors via customized, triggered campaigns and marketing communications. The multi-channel marketing platform will empower staff to better align sales, customer service and marketing initiatives as PAC Marketing Automation integrates ticketing, fundraising and other ancillary data from Spectra Ticketing & Fan Engagement’s ticketing and fundraising services to help maximize sales efforts, retain customers and drive donations for the Bulldog Club.

The PAC Social Media marketing suite will help Mississippi State to drive engagement with fans, donors and students through user-generated content across all social and digital platforms. The university will have the ability to showcase social content on any screen in-venue and launch social media hubs and carousels of social images.

Additionally, Mississippi State will integrate its student loyalty program HailState Rewards into PAC FanMaker Rewards, powered by FanMaker. HailState Rewards integrates into Spectra Ticketing & Fan Engagement’s ticketing and Access Management technology, and will enable the university to reward points for attendance, ticket purchases, and social media interactions. Points can be redeemed for prizes, contests, merchandise and unique “money can’t buy” experiences.

In addition to ticketing and marketing services, Spectra Ticketing & Fan Engagement will provide Mississippi State with a dedicated Client Partner and eCommerce Operations Specialist as an extension of their staff to help optimize ticketing, marketing and eCommerce strategies, and implement industry best practices to help drive fan and donor engagement and increase revenue.

“We are proud to partner with a thought-leading athletic department in Mississippi State University and provide integrated, fan-friendly services for another Power 5 institution,” said Dave Butler, President and CEO of Spectra Ticketing & Fan Engagement. “Our goal as the leading provider of services in college athletics is to ensure our partners leverage industry-leading and innovative technology that benefits fans, donors and students while enhancing every experience and interaction.”

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

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.