



For Immediate Release

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

Michigan Athletics adds integrated Salesforce CRM services and continues to utilize ticketing, fundraising and Marketing Automation services to further enhance all fan and donor experiences

ANN ARBOR, Mich. and IRVINE, Calif. (June 2, 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 Michigan (Michigan). Spectra Ticketing & Fan Engagement is the leading provider of ticketing, fundraising, marketing and analytics solutions in college athletics, and is the primary ticketing provider for 11-of-14 Big Ten Conference institutions.

With the extended partnership, Michigan will implement Spectra Ticketing & Fan Engagement’s industry-specific implementation of Salesforce CRM services, and continue to leverage the division’s industry-leading ticketing, fundraising and Marketing Automation services. Michigan has been a Spectra partner since 1992.

Michigan will implement Salesforce CRM to provide staff with a 360-degree view of every season ticket holder, fan and donor. The platform enables staff to work hand-in-hand to manage all interactions with the ability to provide efficient and personalized customer service for sales and ticket renewal efforts, season ticket holder and donor relationships, and retention efforts with minimal resources and maintenance.

Salesforce CRM will provide Michigan with a robust system to better manage fan and donor relationships, with the ability to sell more tickets and process more donations via holistic information on current and past ticket purchasers and donors. Salesforce CRM also provides real-time reports of sales activities and progress, accessible from any device at any time to help staff track relationships and better communicate with fans and donors.

Michigan continues to leverage Spectra Ticketing & Fan Engagement’s PAC Ticketing and PAC eCommerce platforms to enable fans, donors and students to purchase tickets to Michigan’s 15 ticketed sports, and make donations in real-time at www.MGoBlue.com. The ticketing and eCommerce platforms seamlessly integrate with Spectra Ticketing & Fan Engagement’s PAC Fund fundraising service to enable Wolverines fans to make donations and manage their investments with Michigan Athletics.

The integrated online box office also provides fans, donors and students with the ability 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. Fans and donors also have the ability to view rich 3D venue visualizations that enhance the online purchase experience via Spectra Ticketing & Fan Engagement’s realistic and fan friendly Seats3D and Seat Relocation Management System (SRMS) services, powered by Ballena Technologies.

Michigan will also continue to leverage Spectra Ticketing & Fan Engagement’s PAC Marketing Automation platform, powered by FanOne Marketing, to provide a one-to-one-marketing experience for season ticket holders, fans, donors and students 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 ticket and fundraising services to help maximize sales efforts, retain customers and drive donations.

Michigan utilizes PAC Marketing Automation to create customized, personalized URLs (PURLs) with tailored content for season ticket holders and donors to elevate each fan experience and drive renewals. Each Spectra by individualized landing page will have the ability to feature custom fan and donor information, ticket renewal deadlines and details, and information to directly contact sales representatives to handle personal ticketing, fundraising and account needs.

“We are excited to expand our services and 24-year partnership with the University of Michigan to further enhance all fan, donor and student experiences and interactions,” said Dave Butler, President and Chief Executive Officer of Spectra Ticketing & Fan Engagement. “Spectra Ticketing & Fan Engagement continues to provide innovative fan-friendly services that help engage customers and provide exceptional experiences.”

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

- University of Michigan (Ticketing & Fan Engagement)
- Michigan State University (Ticketing & Fan Engagement)
- Breslin Student Events Center (Ticketing & Fan Engagement)
- Wharton Center for the Performing Arts (Ticketing & Fan Engagement)
- Central Michigan University (Ticketing & Fan Engagement)
- Central Michigan Theatre (Ticketing & Fan Engagement)
- Western Michigan University (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.

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.

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