

For Immediate Release

SPECTRA BY COMCAST SPECTACOR EXTENDS PARTNERSHIP WITH THE FOX THEATRE

Atlanta's premiere performing arts venue to add marketing automation and business intelligence services and continue to leverage ticketing, fundraising and marketing services

ATLANTA and IRVINE, Calif. (July 25, 2016) – Spectra by Comcast Spectacor today announced its Ticketing & Fan Engagement division has extended its long-term partnership with The Fox Theatre, a nonprofit arts organization and one of Atlanta's premiere venues for live entertainment. The 4,678-seat venue will add Spectra's marketing automation and business intelligence services, and continue to utilize its industry-leading ticketing, fundraising and marketing services.

Spectra Ticketing & Fan Engagement is the leading provider of ticketing, fundraising, marketing and analytics services in performing arts, powering more than 90 arts organizations and many premier venues in the U.S.

"Continuing our partnership with Spectra Ticketing & Fan Engagement allows us to further enhance our patrons experiences through the industry's leading technology services," said Allan C. Vela, President and Chief Executive Officer of The Fox Theatre. "Spectra's platform enables us to create seamless purchase and donation experiences for our patrons, and the ability to better engage with customers to ensure their interactions with us are first class."

For the past decade, The Fox Theatre has been consistently ranked in the top three non-residency theatres in North America for gross ticket sales by industry trade magazines Pollstar, Billboard and Venues Today. The Fox Theatre was declared a Top Stop of the Decade by Venues Today and the No. 1 non-residency venue worldwide for the decade by Billboard Magazine. In addition to industry recognition, during Spectra's annual PACnet community conference in February, The Fox Theatre was recognized as the Star of the Year award winner among performing arts organizations for their achievements in ticketing, eCommerce, marketing and fundraising.

With the renewed partnership The Fox Theatre will implement Spectra's PAC Marketing Automation platform to provide a one-to-one-marketing experience for every patron and donor 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 it integrates ticketing, fundraising and other ancillary data from Spectra's platforms. PAC Marketing Automation will also help The Fox Theatre provide greater insight into fan behavior, and allow for deeply segmented and customized communications.

The Fox Theatre will also add Spectra's PAC Analytics business intelligence and data warehouse platform to help make data-driven decisions. PAC Analytics provides The Fox Theatre with flexible web-based reporting tools that include graphical dashboards to highlight key performance indicators and trends from Spectra's ticketing, fundraising, marketing and business analytics data.

The Fox Theatre will continue to utilize Spectra's ticketing and eCommerce platforms to enable patrons to purchase tickets and subscriptions to its 250 annual events at FoxTheatre.org. As an industry leader in ticketing, The Fox Theatre redesigned and enhanced their website with a responsive design template that highlights upcoming events with links to purchase tickets. The venue also updated their mobile eCommerce site to better inform patrons about events and create a more seamless purchase experience. In addition to ticketing, The Fox Theatre also utilizes Spectra's integrated fundraising platform to process donations in support of the venue.

The Fox Theatre will also continue to leverage digital ticketing technology to provide fans with convenient digital delivery methods via print-at-home or mobile 2D barcode for easy access to the venue. The Fox Theatre attained



one of the highest online adoption percentage across all Spectra clients the past year with more than 85 percent of its guests purchasing tickets online and fulfilling their tickets digitally.

Spectra continues to provide The Fox Theatre with agency-quality digital marketing services in addition to PAC Marketing Automation, including PAC Social Media, PAC Retargeting, PAC Web Analytics and PAC Search Marketing to acquire new patrons and sell more tickets. With these services, The Fox Theatre delivers highly targeted, personalized digital marketing campaigns to its patrons and donors, helping increase engagement and drive revenue. The Fox Theatre leverages Google Ad Grants to implement PAC Search Marketing campaigns in Jan. 2016 for fans to easily discover their events, earning more than \$1 million in incremental revenue with a \$50:1 return on ad spend from combined campaigns.

The Fox Theatre has the No. 1 social media presence for any theatre or performing arts center in North America, for any venue between 2,000 and 5,000 seats, and for any Georgia venue according to the Social Media Power 100 compiled by Venues Today. The Fox Theatre leverages Spectra's PAC Social Media marketing suite to drive engagement with patrons and donors through user-generated content across all of its social and digital platforms.

"The Fox Theatre is a premiere performing arts organization and we are delighted to be selected to continue to provide them with industry-leading services," said Dave Butler, President and Chief Executive Officer of Spectra Ticketing & Fan Engagement. "With the addition of new, integrated services, Spectra will help to ensure The Fox Theatre has the innovative tools to enhance every experiences and engagement with their patrons and donors."

Spectra is a major provider of sports and entertainment hospitality services in Georgia. One or more Spectra divisions (Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement) is at work supporting 35 Georgia venues, teams, college athletics institutions and organizations directly or via a regional ticketing partner.

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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