



For Immediate Release

NORTH SHORE MUSIC THEATRE SELECTS SPECTRA BY COMCAST SPECTACOR TO CONTINUE TO PROVIDE TICKETING & FAN ENGAGEMENT SERVICES

Largest operating regional theater in New England continues to leverage integrated ticketing and marketing services to provide exceptional patron experiences

BEVERLY, Mass. and IRVINE, Calif. (Aug. 1, 2016) – Spectra by Comcast Spectacor today announced its Ticketing & Fan Engagement division was selected by the North Shore Music Theatre (NSMT) to continue providing the largest operating regional theater in New England with Spectra’s industry-leading ticketing and marketing services.

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

“Selecting Spectra to continue to provide innovative ticketing and marketing services for the North Shore Music Theatre enables us to ensure our patrons have exceptional experiences,” said Bill Hanney, North Shore Music Theatre’s owner and producer. “Spectra’s ticketing and marketing technology is the industry standard and helps us operate more efficiently and allows live entertainment fans in New England to enjoy every interaction with our theatre and staff.”

The NSMT utilizes Spectra’s ticketing and eCommerce platforms to enable fans to purchase and renew subscriptions, buy single tickets or gift certificates in real-time at NSMT.org. Patrons can purchase or renew subscriptions, and buy tickets to musicals, concerts and special events, with the ability to select seats via pick-your-own-seat maps of the NSMT, and manage their accounts online.

The NSMT will also continue to utilize Spectra’s robust digital ticketing technology to provide patrons with convenient digital delivery methods via print-at-home or mobile 2D barcode tickets for easy access to the performing arts venue.

Spectra will also continue to provide the NSMT with agency-quality marketing services, including its email marketing platform PACmail. PACmail helps the NSMT to expand communications and broaden marketing efforts to patrons via tailored, segmented messages with event information, schedules, promotions and urgent matters.

“We are excited the North Shore Music Theatre has selected us to continue to provide patron-friendly technology services for New England’s largest operating regional theatre,” said Kim Damron, Chief Operating Officer at Spectra Ticketing & Fan Engagement. “Our goal is to assist the NSMT and like-minded live entertainment organizations to enhance patron experiences, drive engagement and increase revenue.”

Spectra is a major provider of sports and entertainment hospitality services in Massachusetts. One or more Spectra divisions (Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement) are at work supporting multiple venues, teams, performing arts centers and events, in addition to the NSMT, including Mullins Center, Boston College, UMass Amherst, UMass Lowell, Tsongas Center, MassMutual Center, Springfield Thunderbirds, Robsham Theater Arts Center and Lowell Memorial Auditorium.

About NSMT

Since 1955, NSMT has become one of the most attended theatres in New England, with approximately 250,000 patrons annually. With a national and regional reputation for artistic achievement, NSMT has received numerous industry awards including Elliot Norton Awards, IRNE Awards, the Rosetta Le Noire Award from Actors' Equity,



and the Moss Hart Award. NSMT produced the World Premiere of Memphis in 2003, the show went on to win four 2010 Tony Awards including Best Musical. Under the new ownership of Bill Hanney in 2010, NSMT continues to annually produce a musical subscription series and an annual production of A Christmas Carol along with celebrity concerts and children's programming.

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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