



For Immediate Release

SPECTRA BY COMCAST SPECTACOR AND LEHIGH VALLEY PHANTOMS TO DELIVER ALL-STAR EXPERIENCE TO AMERICAN HOCKEY LEAGUE ALL-STAR CLASSIC PRESENTED BY CAPITAL BLUECROSS AT PPL CENTER ON JANUARY 28-30

Spectra by Comcast Spectacor, in partnership with the Lehigh Valley Phantoms, is creating an All-Star experience for the upcoming American Hockey League All-Star Classic presented by Capital BlueCross, coming to PPL Center in Allentown from Saturday, January 28 through Monday, January 30. Spectra's comprehensive lineup of services provides the PPL Center with Venue Management, Food Services & Hospitality, Ticketing & Fan Engagement, as well as corporate partnerships.

All-Star Client Experience

Spectra's Gunnar Fox, General Manager, PPL Center, and Chris Porreca, Executive Vice President, Lehigh Valley Phantoms, are leading the collective efforts throughout All-Star Weekend, highlighted by the execution and coordination of four separate VIP functions, the AHL Hall of Fame Awards, the Phan Fest & Tailgate Party, the skills competition, and the actual AHL All-Star Challenge..

"At Spectra we transform events into seamless and memorable experiences for our clients and their customers, especially when all three of our divisions work together at the same property like we do here in Allentown," said Fox. "As the venue manager, food provider and ticketing arm, we can operate more efficiently and streamline the processes of managing the All-Star Classic and the numerous parties surrounding the event." Additionally, Spectra provides corporate partnership sales to the PPL Center.

"Fan experience is a top priority for us at the Phantoms and the PPL Center," said Rob Brooks, Master Leaseholder of the PPL Center and Owner, Lehigh Valley Phantoms. "Spectra by Comcast Spectator specializes in hosting and entertainment. Partnering with Spectra allows us to handle all aspects of the live-event experience, focusing on the many details to make sure this will be the most engaging AHL All-Star experience ever. We are proud to partner with Spectra to create transformational experiences for our guests here in Allentown."

Spectra manages three other AHL properties, including the XL Center, home of the Hartford Wolfpack; and the Wells Fargo Arena, home of the Iowa Wild; where Spectra provides all three of its services; and the MassMutual Center, home of the Springfield Thunderbirds, where Spectra provides Venue Management and Food Services & Hospitality. The company is drawing from experts at these venues to help further enhance the customer experience for the AHL All-Star Classic.

All-Star Customer Experience

Spectra vast collection of culinary experts from around the country have come together to prepare several delectable dishes to create an All-Star menu for hockey enthusiasts exclusively for this occasion.

"At Spectra, we are bringing many of our talented chefs from across the company together to create a one-of-a-kind experience for the AHL All-Star Classic," said Spectra's Linda Recke, Regional Vice

President. “These All-Star experiences create opportunities for us to stoke excitement, turn heads and make memories. We’re very excited about our line-up for this year’s AHL All-Star weekend.”

Spectra is enlisting four additional Spectra Executive Chefs from across the country, including Bob St. Lawrence, Eastern Regional Executive Chef; Michael Pulscak, Western Regional Executive Chef; Peter Holtmann, Executive Chef, The Grill at Two Trees; and Elizabeth Barlow, Executive Chef, Talen Energy Stadium, to work alongside the PPL Center’s Executive Chef Ken Hall to create an All-Star menu for the AHL All-Star Classic.

Spectra’s All-Star menu features regional cuisine made from locally sourced ingredients and flavors. Spectra’s team at PPL Center sources a majority of its produce from farmers in the State of Pennsylvania via Kegel’s Produce. A large portion of beer and wine are also sourced from local breweries and wineries in Pennsylvania. Spectra will also serve several locally crafted beers and wines, and introduce a special All-Star concessions menu for all fans in attendance, which includes a Weyerbacher Jalapeño Beer Cheese Sausage; a Surf & Turf Burger, featuring a grilled third-pound burger with American cheese, a battered shrimp finish with Cajun aioli; Barbeque Nachos served in a Mason Jar; an All-Star Walking Taco served in a Phantoms Souvenir Cup; and a Blue Line Special drink featuring Eight Oaks Vodka, lemonade, blue curacao, also served in a Mason Jar.

Spectra’s Executive Chef Hall will also introduce a newly created All-Star menu exclusively for The Morning Call Club, including a Ceviche Taco Trio, a Carved Pork Belly Bahn Mi, a Porcini and Truffle Ravioli, a Rosemary Grilled New York Strip, a Caramelized Onion and Pineapple-Infused Pork Shoulder, a Lobster Ravioli, and an Artisan Dessert Display featuring an assortment on Mini Chocolate Tortes, Cakes, Macaroons, and a variety of dessert shooters. Hall and his team are also creating special menus for the various VIP functions surrounding the AHL All-Star Classic.

“We see the All-Star Classic as a tremendous opportunity to showcase what we can do for our clients and our customers to the other AHL team owners who will be visiting the Lehigh Valley with us during the All-Star weekend,” added Fox.

The 2017 AHL All-Star Classic presented by Capital BlueCross will feature the top young talent in the American Hockey League: since 1995, more than 93 percent of All-Star Classic participants have gone on to compete in the National Hockey League, including Jake Allen, Artem Anisimov, Patrice Bergeron, Ben Bishop, Troy Brouwer, Ryan Callahan, Zdeno Chara, Logan Couture, Braden Holtby, Tyler Johnson, Martin Jones, Chris Kunitz, Zach Parise, Tuukka Rask, Pekka Rinne, Bobby Ryan, Cory Schneider, Patrick Sharp, Jason Spezza, P.K. Subban and Mats Zuccarello, as well as former Lehigh Valley Phantoms representatives Nick Cousins, Brandon Manning and Anthony Stolarz.

In operation since 1936, the American Hockey League continues to serve as the top development league for the players, coaches, managers, trainers, executives and broadcasters of all 30 National Hockey League teams. More than 88 percent of NHL players last season were AHL graduates, and more than 100 honored members of the Hockey Hall of Fame spent time in the AHL in their careers. In 2015-16, over 7.1 million fans attended AHL regular-season and playoff games across North America, the highest total attendance in league history.

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, Food Services & Hospitality and Ticketing & Fan Engagement. Learn more at SpectraExperiences.com.

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