



For Immediate Release

NEDERLANDER CONCERTS ENTERS EXCLUSIVE PROMOTER PARTNERSHIP WITH BONNEY FIELD AT CAL EXPO

LOS ANGELES, CA (January 24, 2017) - Nederlander Concerts announced today an exclusive agreement for Bonney Field with Spectra by Comcast Spectacor to promote, produce, and program events at the 12,000-seat soccer facility. This multi-year agreement will aim to increase the quantity and quality of publicly ticketed events at California's second largest, outdoor soccer venue.

Nederlander will work in tandem with Spectra in Sacramento to identify promoters, artists, and festivals that would be a great fit to bring top-tier artists to Sacramento as part of its California routing. The companies will develop a strategy that builds on the successful 2016 season at Bonney Field that included Weezer, Panic! At The Disco, Lindsey Stirling, Phantogram, and the Sacramento Philharmonic.

Located on the grounds of Cal Expo, home of the California State Fair, Bonney Field is centrally located off I-5 and I-80, making routing to and from the San Francisco Bay Area, Reno, Lake Tahoe, Portland and Los Angeles easy and accessible for artists and performers. Bonney Field features a Brown United/Clarke Reader engineered mobile stage with 128-turf tires to flex the venue's capacity from 4,500 to 12,000-plus with its multiple configuration options.

"We have enjoyed a long-standing relationship with Spectra as the company also provides corporate partnership support at some of our California properties, and we look forward to working with their stellar team in Sacramento to enhance programming at Bonney Field with marquee artists," said Alex Hodges, CEO of Nederlander Concerts. "Spectra has an outstanding reputation throughout the industry and we're confident that we can bring new and exciting opportunities to Bonney Field. Adding Bonney Field to our roster of core venues aligns our goals of growing Nederlander's brand and expanding our footprint in Northern California. Plus, we can offer a variety of seating capacities, with the flexibility of a mobile stage, creating a unique venue for tours and routing."

"Bonney Field is a beautiful outdoor venue that recaptures the essence of seeing shows at the old Cal Expo Amphitheatre," said Spectra's Eric Blockie, General Manager, Bonney Field. "We are looking forward to this new partnership which will enhance our lineup and bring new and exciting opportunities to the region."

"Spectra and Cal Expo have enjoyed a relationship for over 24 years, and we look forward to our continued success as partners," Spectra's Nick Nicora, Regional Vice President. "The addition of Alex Hodges and Nederlander's numerous relationships with agents, artists, and other promoters will assist our team to bring high-quality entertainment to Bonney Field, as well as accent the California State Fair in July."

Constructed in 2014, Bonney Field is a premier sports and entertainment venue, and the official home of the Sacramento Republic FC and PRO Rugby Sacramento. Nestled on the grounds of Cal Expo, Bonney Field is one of the largest professional soccer fields in the United States and operated by Spectra by Comcast Spectacor in partnership with Cal Expo.

The grounds of Bonney Field include concessions, merchandise, VIP seating, and a state-of-the-art digital video board, a Fun Zone with beer garden and activities for all ages. Additionally, Bonney Field is designed to be a venue that can attract a wide array of international sporting events. The approximately \$3 million privately-funded facility is a private-public collaboration among Spectra Food Services & Hospitality, Sacramento Republic FC and Cal Expo.

About Nederlander Concerts

Nederlander Concerts promotes and produces a wide range of quality live entertainment throughout the United States and is ranked among the top 25 promoters in the country. A boutique, independent, event promotion firm, Nederlander exclusively operates and programs the most coveted and awarded small to mid-size venues including the Hollywood Pantages Theatre in Los Angeles, Vina Robles Amphitheatre in Paso Robles, City National Grove of Anaheim, City National Civic of San Jose, Bonney Field in Sacramento, Statesman Skyline Theater at the Long Center and The Belmont in Austin, among others. In addition, the company promotes events at third party arenas, theatres and clubs across the country including the Greek Theatre, Arlington Theatre, San Diego Civic, Thousand Oaks Civic Arts Plaza and many more.

About Spectra

Spectra, experts in hosting and entertainment, builds partnerships with clients across a diverse range of markets to help them amplify experiences. By integrating specialties across three divisions including Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement, Spectra brings high-tech solutions, industry-leading expertise and discerning attention to detail to clients around the customized approaches are the standard for each client engagement, no matter the size, making every experience for fans and visitors unforgettable.

Spectra is one of three Comcast Spectacor (ComcastSpectacor.com) businesses, which also include the Philadelphia Flyers and the Wells Fargo Center. Comcast Spectacor is part of Comcast Corporation (Corporate.Comcast.com), a Fortune 50 media and technology innovator that operates Comcast Cable and NBCUniversal Divisions.