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**A “New Era” at Pocono Raceway Includes  
World Access Ticket Insurance**

*New Era Tickets Partners with Pocono Raceway and Brings  
Ticket Insurance to Pennsylvania NASCAR Fans*

WAYNE, Pa. POCONO, Pa. and RICHMOND, Va., January 7, 2008 – New Era Tickets, the full-service ticketing subsidiary of Philadelphia-based sports and entertainment firm Comcast-Spectacor, was recently selected as the exclusive ticketing partner for Pocono Raceway, the two-and-a-half-mile super speedway in Long Pond, PA, considered one of the most competitive on the NASCAR circuit.

As the exclusive ticket-insurance partner for New Era Tickets, World Access, a leading national specialty insurance provider, will provide Pocono Raceway ticket-holders with an added benefit – the option to protect their ticket investment with Event Ticket Protector<sup>SM</sup> insurance.

Event Ticket Protector insurance provides full reimbursement for the ticket purchase, plus taxes and shipping, if the ticket holder misses the race due to a covered reason. NASCAR fans will especially appreciate the Required to Work covered reason which provides cancellation coverage if a Sunday race is rescheduled for Monday (or later), causing the ticket holder to miss the race due to work obligations. Other covered situations include jury duty, illness or injury and traffic accidents, to name a few.

The insurance is offered at a nominal cost of roughly five percent of the ticket purchase or a \$6.25 minimum. World Access pioneered the ticket insurance segment just over a year ago and remains the only provider of its kind in the U.S.

“We’re giving fans the confidence to make an advance purchase,” said a Pocono Raceway spokesperson. “And with a safety net to protect their ticket investment, fans are also more likely to purchase again and again.”

"Our goal is to help our customers build long-term relationships and continually attract new fans," said New Era Tickets President Fred Maglione. "Providing superior customer-service and added value, through options like ticket insurance, is how we go about achieving that goal."

Cassie Brinkley, VP of Specialty Markets for World Access, noted, "New Era Tickets is a great national partner for World Access. They are recognized for being one of the most respected and customer-oriented ticketing companies in the market. We are proud to contribute to the value New Era brings to NASCAR fans and to all live-event ticket-holders."

Through its partnership with Pocono, New Era will provide a branded, full-service ticketing system for events such as the upcoming NASCAR Sprint Cup Series and the ARCA RE/MAX Series, along with customized marketing services. New Era Tickets will also provide the racetrack with access management technology, including wireless scanners so the venue can now begin to keep track of attendance and customer patterns.

### **About New Era Tickets**

New Era Tickets is a full-service ticketing company that allows managers to set their own ticketing fees, control their brand, and use their customer data to create more customized marketing communications.

This cutting-edge company helps clients increase their ROI by providing innovative technological solutions for box office management, event management and customer communications, as well as by offering full-service ticketing and marketing products for public assembly facilities, show promoters, sports teams, theatres and entertainment organizations. New Era Tickets currently sells tickets for over 18 multipurpose sports and entertainment venues plus special events across the US and Canada.

New Era Tickets is the full-service ticketing subsidiary of Comcast-Spectacor, the Philadelphia-based sports and entertainment company which owns the Philadelphia Flyers (NHL), the Philadelphia 76ers (NBA), the Philadelphia Phantoms (AHL), the two arenas in which their teams play, the Wachovia Center and Wachovia Spectrum, four Flyers Skate Zone community ice skating and hockey rinks and Comcast SportsNet Philadelphia. In addition, Comcast-Spectacor is also the principal owner of Global Spectrum, the fastest growing firm in the public assembly management field with more than 60 facilities throughout the United States and Canada; Ovations Food Services, a food and beverage service provider; Front Row Marketing Services, a commercial rights sales company; and 3601 Creative Group, a full-service in-house advertising agency.

**About World Access**

World Access provides concierge, insurance and emergency assistance to millions of people each year, with customized solutions for ticketing companies, credit card issuers, healthcare firms, travel companies and employers. Based in Richmond, VA, World Access is a member of the Mondial Assistance Group, an international leader in travel insurance and emergency assistance services, and part of the Allianz family of companies. For more information, visit [www.worldaccess.com](http://www.worldaccess.com).

**About Pocono Raceway**

Pocono Raceway has long been recognized as one of NASCAR's most competitive raceways. The Raceway's unique two-and-a-half-mile track features three turns, each with its own degree of banking. Pocono Raceway will host two NASCAR Sprint Cup Series races – the Pocono 500 on Sunday, June 8, 2008, and the Pennsylvania 500 on Sunday, August 3, 2008.

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