



Media Release

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ShoWare Center and accesso Technology Group Extend Arena Naming Rights Partnership

KENT, Wash. – SMG-managed ShoWare Center and **accesso Technology Group plc** (AIM: ACSO) have finalized a 10-year extension of arena naming rights through 2029, under the same existing terms at \$300,000 annually. The current agreement was signed prior to the venue's grand opening in 2009.

"We are thrilled to continue our naming rights partnership with Accesso," said Tim Higgins, ShoWare Center's General Manager. "Our close relationship with ShoWare has played a pivotal role in establishing the arena as a premier sports and entertainment venue in the Puget Sound region."

Under the new agreement, the arena will be officially rebranded to **accesso ShoWare Center**, effective this fall. New exterior signage will be going up over the summer, as well as updates inside the arena to reflect the name change, all of which will take place prior to the start of the WHL's Seattle Thunderbirds 2017-18 season. With the extension finalized, and in preparation for next season, **accesso ShoWare Center** will be pursuing new technological opportunities to innovate and improve the overall guest experience.

In November, 2014, **accesso** acquired VisionOne Worldwide Ltd, operator of ShoWare™, a ticket sales and distribution solution servicing more than 475 venues and leisure organizations throughout North and South America. As part of the acquisition, **accesso** agreed to pick up the final two years of the ShoWare Center contract.

"We've been proud to partner with the city of Kent and SMG on the success of ShoWare Center for the past eight years," said Bruno Boehi, **accesso ShoWare** President. "We look forward to continuing our partnership and bringing world-class sports and entertainment to the new Accesso ShoWare Center and the Seattle area."

ShoWare Center, which hosts more than 200 events per year and draws more than 400,000 guests annually, is the home of the WHL Champion Seattle Thunderbirds, Tacoma Stars, Seattle Mist, and offers a wide range of concerts, family shows and community events.

"Once more, Kent demonstrates its connections to the world. Accesso represents excellence and superior quality. We are very proud this global technology company has further solidified its relationship with ShoWare Center and our community," Mayor Suzette Cooke said of the agreement. "I'm confident this partnership will enhance the long-term economic growth of Kent, and will allow Accesso ShoWare Center to even more successfully compete for entertainment events and draw more visitors to our community."

"Whether you're coming to see the WHL Champion T-Birds, Disney On Ice, or one of the other many exciting events, we look forward to welcoming you back to the Accesso ShoWare Center this fall," Higgins said.

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ShoWare Center

North America's first LEED® Gold arena, the ShoWare Center, located in downtown Kent, is a 6,000 seat multipurpose sports & entertainment venue. Home to the WHL's Seattle Thunderbirds Hockey, the ShoWare Center has opened its doors for a wide variety of concerts, family shows, corporate events, tradeshows and other sporting events. Guests traveling from all throughout the Puget Sound region have enjoyed complimentary parking since the venue's opening in 2009. ShoWare Center's exclusive in-house food & beverage provider SAVOR... Catering by SMG provides fine-dining food selections with exceptional service to ensure a successful and memorable event for all our guests.

About SMG

SMG turns 40 in 2017! Celebrating its 40th anniversary and founded in 1977, SMG provides management services to 233 public assembly facilities including convention and exhibition centers, arenas, stadiums, theaters, performing arts centers, amphitheaters, equestrian facilities, science centers and a variety of other venues. With facilities across the globe, SMG manages more than 15 million square feet of exhibition space and more than 1.5 million sports and entertainment seats. As the recognized global industry leader, SMG provides venue management, sales, marketing, event booking and programming, construction and design consulting, and pre-opening services for such landmark facilities as McCormick Place & Soldier Field in Chicago, Moscone Convention Center in San Francisco, Houston's NRG Park and the Mercedes-Benz Superdome in New Orleans. SMG also offers food and beverage operations through its concessions and catering companies, currently serving more than 140 accounts worldwide. For more information visit www.smgworld.com.

About acceso Technology Group, plc

As the premier technology solutions provider to leisure, entertainment and cultural markets, **accesso's** patented and award-winning technology solutions drive increased revenue for attraction operators while improving the guest experience. Our solutions add value to operators at every point of the guest experience with our technology facilitating the key points of contact with their many millions of guests. More than 1,000 attractions and venues worldwide currently employ **accesso** technology – from theme parks, water parks, cultural attractions, live performance venues and sporting events to ski and snow parks. We are proud that our solutions are trusted by the majority of the leading names in the leisure industry including Six Flags Entertainment, Cedar Fair Entertainment, Merlin Entertainments, International Speedway Corporation, Palace Entertainment, Compagnie des Alpes and Herschend Family Entertainment.

accesso is a public company, listed on AIM: a market operated by the London Stock Exchange. For more information visit: www.accesso.com.

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