

WACHOVIA CENTER BECOMES WORLD'S FIRST ARENA WITH I-WALL TECHNOLOGY TO ENHANCE FAN EXPERIENCE

TWO GIANT INTERACTIVE VIDEO WALLS TO SHOWCASE TEAMS' MOST MEMORABLE HIGHLIGHTS

Comcast-Spectacor, the Philadelphia-based sports and entertainment firm, is once again raising the bar in "fan experience" with the installment of two massive interactive I-Walls at the Wachovia Center. Providing fans with an unmatched experience, the futuristic displays are the first of its kind in any arena in the world and will feature the Philadelphia Flyers and 76ers most memorable video highlights.

"We always want to be on the cutting edge of technology and offer our fans the ultimate sports and entertainment experience each and every time they visit," said Comcast-Spectacor President Peter Luukko. "I-Walls are the hottest properties in museums and we wanted to be the first in the world to bring this technology into a sporting arena. Our fans are going to enjoy visiting the I-Walls and reliving some of most celebrated moments in our franchises' history."

Each I-Wall is 24 feet in length and will give Flyers and Sixers fans full control to change the content on two LCD monitors. As they move the high definition screens along the I-Wall, the history of the Flyers and Sixers will come to life through video and animation. Both I-Walls will be unveiled for the first time at the Flyers regular season home opener against the Rangers on Saturday, October 11 at 7 p.m.

Comcast-Spectacor partnered with Lynch Exhibits of Burlington, NJ, to manufacture and install the I-Walls, which are also experienced in the world's most prestigious museums and science centers. The I-Walls will add a new element of fan entertainment during halftimes, intermissions, and before and after games.

Through the I-Wall technology, fans can relive great team moments including Wilt Chamberlain's 100 point game on March 2, 1962, the Flyers back-to-back Stanley Cup victories in 1974 and 1975, the Flyers dominating win over the Soviet Union on January 11, 1976, the 76ers game clinching win to capture the NBA Championship on May 31, 1983, and much more.

Comcast-Spectacor (comcast-spectacor.com) is 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 70 facilities throughout the United States and Canada; Ovations Food Services, a food and beverage service provider; New Era Tickets, a ticketing and marketing company for public assembly facilities; Front Row Marketing Services, a commercial rights sales company; and 3601 Creative Group, a full-service in-house advertising agency. In a partnership with Disson Skating, Comcast-Spectacor annually produces 10 nationally televised figure skating spectaculars on NBC.

Lynch Exhibits offers a wide array of exhibit development, consultation, management, fabrication, and other services to corporations, museums, and organizations that require effective, educational, immersive, and interactive exhibit experiences. Lynch offers the highest quality in exhibit planning, design, construction, and installation. Lynch's staff strives to achieve the highest creative and technical levels of exhibitry. In an industry where many companies come and go, Lynch has remained a leader in the exhibit field for close to 83 years. More information about Lynch Exhibits can be found at www.lynchexhibits.com.