



MEDIA RELEASE

For Immediate Release

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Belleville Senators announce Season Ticket price structure for inaugural season

The new Belleville Senators franchise in the American Hockey League (AHL) is pleased to announce its season ticket price structure for its inaugural 2017-18 season.

All fans who have made a deposit on our Season Ticket List will have the first opportunity to purchase season tickets. Season tickets prices for individual seats range from a base price of \$19.50 to \$23.50 per seat. for a total of \$741-\$883 for all 38 home games.

“Our goal is to provide professional hockey and great entertainment at the best possible prices for hockey fans in the Bay of Quinte Region,” says Rob MULLOWNEY, COO of the Belleville Senators. “Our season ticket holders will always get the best seat location and best price to see the American Hockey League right here in our own backyard.”

Payment plans are available for fans who wish to pay for the season’s tickets in at least five equal monthly installments (from May through September), and all fans on our season ticket list will have the option of paying up front, or over these installments.

There are already numerous benefits to being a season ticket holder, with a more comprehensive list of benefits to be announced in the near future, including:

- Same seat guarantee for all 38 home games, plus playoffs, with a price saving available only to season ticket holders.
- First access to tickets for the Calder Cup Playoffs.
- Free access to Fan Fest events to be held throughout the season.
- 15 percent discount on selected Belleville Senators officially licensed merchandise in our soon to be opened retail location located at the arena.
- Priority access to purchase tickets for the NHL100 Classic Outdoor Game in Ottawa on December 16, 2017.

Fans on our Season Ticket List will be invited to select their season tickets based on the number they have been assigned (which was strictly done on a first come, first serve basis) and details will be announced on that procedure in the coming weeks.

The team will be playing in the beautifully remodeled Yardman Arena. Prices for individual game tickets will be announced when the American Hockey League announces its schedule in August.

You can follow the Belleville Senators on Twitter @bellevillesen, on Instagram @bellevillesens and on the team's official Facebook page. For more information on how to join our season ticket list, visit www.bellevillesens.com.

About the Belleville Senators

The Belleville Senators are an American Hockey League franchise with their inaugural season in 2017-18. The Senators are the AHL affiliate of the Ottawa Senators of the NHL and will play their home games in the remodeled Yardman Arena.

For more information:

Roger Lajoie, lajoier@bellevillesens.com, 613.967-8067