



MEDIA RELEASE

For Immediate Release

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Belleville Senators starting season ticket selection process

The new Belleville Senators franchise in the American Hockey League (AHL) will be starting its season ticket selection process this week, as PRN holders will have the opportunity to pick where they want to sit in the remodeled Yardman Arena.

All fans who placed a \$100 refundable deposit on their season tickets received emails today outlining the process, which will cumulate in their selecting their seats in the order of when they placed their deposit, starting later this month.

Fans will first be asked to set up a My Belleville Senators Account in order to take advantage of the many services provided by the team's ticket provider, Ticketmaster. Senators season ticket holders will be able to manage their tickets, purchase additional tickets, view exclusive season ticket holder offers and pay invoices via this exclusive account.

Ticket holders will then get a seat selection appointment time, along with additional information, and will be contacted by phone and email to confirm their spot in the line based on their PRN number. An information kiosk will be set up starting Monday, May 8 in the Quinte Sports and Wellness Centre from 12-7 pm, where they can see an oversized seating map, samples of the arena seating, artist renderings and have an opportunity to speak with a Belleville Senators staff member.

Seat selection times for PRN members will then begin on May 15 and continue for several weeks in numerical order, where fans can actually select their exact seats, either in person, scheduled phone call or online.

"This is a major milestone for our team and we are very excited to begin this process with our season ticket holders," Rob Mallowney, Belleville Senators Chief Operating Officer, says. "We invite our season ticket holders or fans interested in placing a deposit on season tickets to visit our kiosk at the Quinte Sport and Wellness Centre beginning on Monday, May 8th at noon to learn more about the seat selection process."

The information kiosk will be in operation Monday, May 8 through Friday, May 12 from noon to 7 pm, and will remain open during the seat selection process with times to be announced. Seat selection begins the following Monday, May 15 starting with our No. 1 PRN list number.

Any fan who has any questions or concerns please feel free to contact the club at seasontickets@bellevillesens.com. There is still time to reserve your spot in the PRN lineup by joining the list, with full details available at 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:

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