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Centerplate Taps LevelUp For Mobile Payments at the KFC Yum! Center

Becomes First Arena to Allow Visitors to Pay with Mobile Phone at Any Merchandise or Hospitality Stand

Louisville, Ky. -- November 15, 2012 -- Whether you're catching a [University of Louisville game](#) or a concert with [The Boss](#), now you'll be able to pay with your phone at any hospitality stand or merchandise store in the [KFC Yum! Center](#). The KFC Yum! Center is now the first arena to allow visitors to pay with their mobile phone at all hospitality and merchandise stands thanks to hospitality partner Centerplate, which has tapped mobile payments leader LevelUp to provide the KFC Yum! Center's mobile payment experience at 200 merchandise and hospitality stands.

Continuing its commitment to finding cutting edge digital solutions to improve the fan experience, Centerplate has installed LevelUp's innovative and cost-effective [interchange zero](#) network (with zero credit card processing fees) at every register. On the heels of its [recent announcement](#) integrating with popular point-of-sale (POS) system MICROS, LevelUp has worked with Centerplate to tie into the KFC Yum! Center's own MICROS system, making it completely seamless for the arena to process LevelUp's mobile transactions.

"New technology that improves the fan experience is something we're always looking for at Centerplate," says Greg Lesperance, Chief Information Officer at Centerplate. "This partnership with LevelUp is a perfect example of our fan-focused approach: hospitality powered by technology."

Shorter lines and awesome rewards for loyal fans are the name of the game with LevelUp. KFC Yum! Center visitors can zip through lines much faster and redeem concession and merchandise credits the more they pay with LevelUp. For fans, using LevelUp is dead simple: Download the app, link a credit card to your account, and start paying with your phone right away -- whether you're really hungry or just need that new [Cards jersey](#) ASAP.

"The KFC Yum! Center is at the forefront of the mobile payment revolution by adopting LevelUp at massive scale throughout the arena," said LevelUp Chief Ninja Seth Priebatsch. "Now anyone visiting the KFC Yum! Center can have a dead-simple way to pay and get rewarded for their loyalty. We're excited to be a part of such an innovative approach from Louisville's largest venue."

KFC Yum! Center's General Manager Dennis Petrullo is eager to provide technical advancements that will improve visitor's overall experience at the arena.

“Centerplate’s decision to incorporate LevelUp at each of the arena’s concession and merchandise stands coincides with AEG’s vision to make the KFC Yum! Center one of the most desirable and efficient venues in the nation. Our ultimate goal is to give every person in attendance an enjoyable experience, and this service will help us ensure we succeed in meeting that goal,” Petrullo said.

“The Yum! Center is all about delighting our fans, and accepting LevelUp at every register gives them new opportunities to use their mobile phones to pay and save money,” said Centerplate General Manager Zach Hensley. “Centerplate’s selection of LevelUp lets us create a fast and easy experience for our guests, while encouraging loyalty through rewards over time.”

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About Centerplate

Centerplate crafts and delivers "Craveable Experiences. Raveable Results." in over 250 prominent entertainment, sports and convention venues across North America – annually serving over 100 million guests. Centerplate has provided event hospitality services to 15 official U.S. Presidential Inaugural Balls, 13 Super Bowls, 21 World Series, the 2010 Winter Olympic Games, and the largest plated dinner in history at the Alpha Kappa Alpha Centennial Celebration. Last year, the company was named the fastest growing restaurant/ hospitality group in the country by Nation’s Restaurant News. Visit the company online at www.centerplate.com

About the KFC Yum! Center

Operated by AEG Facilities, the KFC Yum! Center is Louisville’s newest multi-purpose arena that boasts a total of 721,762 square feet while offering an arena bowl exceeding 22,000 seats and four meeting rooms spanning approximately 34,000 square feet all within walking distance of more than 4,200 hotel rooms in downtown Louisville. It is home to the University of Louisville men’s and women’s basketball programs and is ideal for concerts, conventions, corporate events, family shows, ice shows, wrestling and more. The KFC Yum! Center is a state of the art facility with advance technology capabilities that is owned by the Louisville Arena Authority and managed by AEG Facilities, a global sports, entertainment and venue organization that owns, operates or consults with more than 100 of the most elite venues in the world. For more information, visit www.kfcyumcenter.com.

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