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LIGHTNING USE GUEST RELATIONS EXPERT TO RECHARGE FAN EXPERIENCE
Tampa Bay To Use 7 Star Service to Enhance Level of Service

TAMPA BAY – As part of their effort to create world class guest experiences for everyone who visits the St. Pete Times Forum, The Tampa Bay Lightning have teamed up with fan experience expert Ruby Newell-Legner, the founder of 7 Star Service (formerly known as RubySpeaks, Inc.) to provide ongoing service training for management, supervisors, full-time and event staff. This training will enhance the service level at St. Pete Times Forum to match the nearly-complete \$40 million building renovations.

With the fan experience mantra "Electrifying Experiences Ignited by World Class Service", the Lightning's goal is to continually increase customer satisfaction and create legendary guest experiences for every fan that visits the St. Pete Times Forum. With Newell-Legner's guidance, the Lightning have created new standards for hiring, orientating, training and motivating their employees through customized training programs that develop the skills needed to deliver exceptional customer service to each guest.

"A lot of people talk about providing excellent customer service, but as a result of working with Ruby and her 7 Star Service model, we expect to see significant increases in our guests' experience across the board," said Steve Griggs, Lightning Chief Operating Officer. "From parking attendants to concessionaires, fans will notice a difference in how they are treated when they come to the St. Pete Times Forum this season and we hope it keeps them coming back. We want our employees as well-positioned as we can make them to help our fans 'Be the Thunder' this season."

"We now have words, tools, strategies and a mindset to make our service transformation happen," said Martha Fuller, Chief Financial Officer. "This is not just a one-time effort. We expect Ruby's work with us to have a great impact on our organization, and the fan experience at the Forum, for years to come."

Newell-Legner is working throughout the organization, from retail and housekeeping staff to high-level management and sales executives, to develop fundamental service delivery building blocks that keep everyone working together to enhance the fan experience. This training will unlock the door to substantially increase customer satisfaction ratings – both internally and externally – for all visitors to the St. Pete Times Forum.

Newell-Legner helps organizations build strong alliances between management and the staff they supervise, and front line staff and the customers they serve. She has partnered with 21 professional sports teams to enhance the fan experience in the NHL, NFL, NBA and CFL. For more information on creating exceptional service for the Sports and Entertainment Industry, visit www.7StarService.com. To schedule training for your staff, please call 303-933-9291 or email info@7StarService.com.

~BE THE THUNDER~