

Royal Manitoba Winter Fair and Numnu Partner to Deliver a Connected Fair Experience

MONTREAL, Canada – March 15, 2019 – The Royal Manitoba Winter Fair, the province’s largest combined indoor agricultural exhibition and equestrian competition, and Numnu, the leading mobile-first guest experience and commerce platform for consumer events, are pleased to announce a new partnership that will provide guests with a modern, unique, and engaging mobile experience for the 112th edition of the fair, taking place March 25 – 30, 2019 at the Keystone Centre.

Numnu transforms events into connected and discoverable marketplaces, delivering a mobile-first event experience and driving more engagement, traffic, and commerce to venues and participating exhibitors. The platform enables guests to make the most of their visit with interactive capabilities at their fingertips that include discovering on-site vendors and products, exploring the event map and schedule, social sharing and reviews, skip-the-wait mobile ordering, contest participation, and much more. Event organizers benefit from increased engagement, traffic, as well as valuable data insights and analytics before, during, and after the event.

“Nowadays, everyone has a phone in their pocket, and guests expect more convenience and speed,” said Ron Kristjansson, general manager of the Provincial Exhibition of Manitoba. “With support from Valleyview Co-op, the Numnu app puts all the information guests need to discover and enjoy every part of our 6-day event right in their hands with tools to explore the event and interact with vendors and other guests in innovative ways.”

“We’re thrilled to be partnering with the Provincial Exhibition of Manitoba towards delivering a connected guest experience at this year’s edition of the historic Royal Manitoba Winter Fair,” said Marc Chriqui, founder and CEO of Numnu. “Guests will enjoy a convenient mobile experience that will allow them to discover, experience, and share what the fair has to offer, benefiting them, the organizers, and exhibitors.”

To download the event app, visit

<http://www.provincialexhibition.com/rmwfhomepage/numnu-app/> .

About the Royal Manitoba Winter Fair

Produced by the Provincial Exhibition of Manitoba, the Royal Manitoba Winter Fair takes place March 25 - 30, 2019 in the City of Brandon at the Keystone Centre. Experience Manitoba’s #1 indoor equestrian competition and celebrate the best in agriculture and

entertainment all under one roof. For more information about the Royal Manitoba Winter Fair, visit www.royalmanitobawinterfair.com.

About Numnu

Numnu is the leading mobile-first guest experience, engagement, and commerce platform for consumer events such as fairs and festivals. Numnu turns consumer events into connected and discoverable marketplaces, driving more traffic and commerce to venues and participating exhibitors. For more information, visit <http://numnu.com>.

Contact:

Aimee Pierce

Marketing Manager, Numnu

514-583-0515

aimee@numnu.com