



THE DISTRICT DETROIT MOBILE APP, PRESENTED BY XFINITY, ADDS TO FIRST-CLASS CUSTOMER EXPERIENCE AT LITTLE CAESARS ARENA

- Little Caesars Arena fans will be among the first to benefit from new features aiding parking, concessions, ticketing and more
- Innovative 3D maps deliver turn-by-turn navigation assistance within venues
- Express Ordering allows fans to order concessions right from their seats

September 11, 2017 (Detroit, MI and Tampa, FL) | Olympia Entertainment, Olympia Development of Michigan and Venuetize today announced The District Detroit Mobile App presented by XFINITY, available now in the App Store and Google Play Store. The District Detroit App is the next phase of the organizations' commitment to providing a first-class guest experience at Little Caesars Arena and throughout The District Detroit.

Before leaving home, fans can use the app to find events in The District Detroit, purchase tickets and parking, and even find the best route to parking lots and venues. When linked to a guest's Ticketmaster account, The District Detroit app also becomes the most convenient mode of entry into Little Caesars Arena. The app also enhances the experience of visitors at Little Caesars Arena through Express Ordering for food and beverages, which allows Red Wings, Pistons and events fans to order and pay for concessions from their seats. In addition, the app will enable users to manage their tickets more easily through ticket forwarding and ticket reselling.

Support for Events and Venues Across The District Detroit

The District Detroit App not only supports guests attending Red Wings and Pistons games and events at Little Caesars Arena, it is also linked to the rest of The District Detroit. Fans can buy tickets and parking to shows at the historic Fox Theatre, Fillmore Detroit and several other venues. Innovative 3D maps will help orient guests within the venues and deliver turn-by-turn navigation to any destination. The District Detroit App will also be the place for special partner experiences including My Meijer Locker Room, which tracks the games fans attend, and the Budweiser Designated Driver Program, which rewards fans that pledge to stay sober during events.

Upcoming features will include a virtual assistant that will answer guests' questions and provide direct links to the relevant content within the app, as well as a quick incident alert system providing season ticket holders easy access to their account representative.

Expanding Functionality

Olympia Entertainment has partnered with Venuetize, a mobile-first platform that specializes in deep third-party integrations and location detection services.

“We have launched a “one-stop shop” mobile app that integrates multiple event and location-related activities to enhance the guest experience across The District Detroit,” said Tom Wilson, president and CEO of Olympia Entertainment. “Our selection of Venuetize is the result of our extensive research to find the right technology partner to help us deliver a world-class user experience.”

Karri Zaremba, co-founder and COO of Venuetize added: “We are honored to have been selected by Olympia Entertainment for such an ambitious project and to power their next-generation mobile strategy. Entertainment districts and mixed-use development projects will eventually form the nucleus of ‘smart cities,’ which is exactly what Venuetize’s platform has been designed and architected to serve,” Zaremba said.

The District Detroit integrated mobile app is now available for [iPhone](#) and [Android](#) devices.

About Little Caesars Arena:

Home to the Detroit Red Wings, Detroit Pistons and other sports and entertainment events, concerts, family shows and community functions, the new Little Caesars Arena will feature a dramatic arena bowl, proximity to the action and great sight lines. Rich with the tradition of the Original Six™ Detroit Red Wings, the Detroit Pistons and Detroit’s incredible musical heritage, Little Caesars Arena will also feature state-of-the-art technology and fan amenities. Little Caesars Arena, a crown jewel of the 50-block revitalization project known as The District Detroit, will open in the fall of 2017.

About Venuetize:

Venuetize is a mobile technology company that allows shopping, dining, entertainment and sports venues to deliver an innovative and personalized consumer experience. The company’s mobile platform, delivered via a Mobile Software as a Service (MSaaS) model, integrates with existing venue infrastructure to deliver mobile wallets, contextual advertising and information, and other applications that improve and innovate the fan experience. The platform empowers businesses to acquire, retain, and monetize users by creating a comprehensive approach to fan engagement. Founded in 2014, Venuetize works with leading sports teams, arenas, municipalities and destinations throughout North America. For more information, visit www.venuetize.com.

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