

# KRISTIN WOODWARD

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Press Release Samples

TECH: OPENCONNECT



## ***Industry-first Model for Robot Pricing Offers RPA Users Flexibility and Value***

**DALLAS, TEXAS, SEPTEMBER 13, 2018** — OpenConnect, a leader in software solutions that deliver efficiencies derived from objective workforce intelligence, analytics, and robotic process automation (RPA), is announcing an innovative new pricing model for its AutoiQ™ RPA solution. When the next generation of the software is released in October, customers will have the opportunity to purchase robot-hours, instead of buying a specific number of bots to process tasks over the course of the year.

This Robot-Hour Pricing gives users the flexibility to **efficiently cover peaks and valleys in workflow** without paying for bots that sit idle. Additionally, the pricing model

- **Simplifies the purchase process** with easier time-per-task-based estimating.
- **Scales easily** for mainframe environments and is adaptable to desktop-only environments.
- **Rolls over** unused robot hours at the end of the year.
- **Includes tiered pricing** with per-hour cost savings with more hours purchased.
- **Includes no hidden costs.** Pricing packages are all inclusive.

“OpenConnect has long been an innovator in the RPA space with the technology solutions we provide. Now we are innovating in the area of customer service,” says OpenConnect CEO, Mark Dailey. “No other vendor is offering this kind of pricing, which we believe simplifies the planning process for our customers and gives them better value for their spend by ensuring they can use every bit of what they buy.”

OpenConnect’s sales team is trained to guide customers through the process of determining how many hours make the most sense for their business, based on those peaks and valleys in workflow.

### **About OpenConnect**

OpenConnect is the leading provider of enterprise-scale robotic process automation. The OpenConnect process automation platform is comprised of process intelligence and desktop analytics solutions that objectively identify and illuminate workforce activity, resulting in associated productivity gains. With OpenConnect’s mainframe-proficient AutoiQ™ process automation software, the costliest processes performed by a workforce can be automated. Combining unparalleled experience and solution capabilities, OpenConnect enables its clients to more quickly



address and adapt to today's operational and competitive challenges so they can accomplish more with fewer resources. Learn more about OpenConnect and its products at [openconnect.com](https://openconnect.com).

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# OpenConnect RPA Assets Now Available in UiPath Go!

*Developer Community and Customers Benefit from Access*

**DALLAS, TEXAS, March 13, 2019** — Following OpenConnect's recent partnership with UiPath, allowing the company to offer customers more innovative products and services, OpenConnect is now participating in UiPath Go!, with three products available initially: WorkiQ, DiscoveriQ and ConnectiQ.

Billed as a one-stop-shop for RPA components, the Go! marketplace benefits both customers and the developer community by providing an open environment for collaboration and innovation. The platform includes content like reusable RPA components, drag-and-drop process activities, dashboards and documentation from a large, dedicated community of contributors. Developers enjoy the freedom to upload, share and use automation components that work directly in UiPath Studio. Customers can use the tools available to accelerate their RPA progress.

The five OpenConnect products that will be available via Go! are compatible with most RPA systems and are intended to be used in conjunction with these systems to improve the quality and efficiency of outcomes they produce.

**WorkiQ** — A workforce intelligence solution that identifies the exact work being performed. Through a revolutionary data capture capability, WorkiQ can reveal insights about Applications, Screens, Time, Counts and Process.

**DiscoveriQ** — Provides thorough and unbiased process visualization that quickly shows how processes and their variants are executed in an organization. Effective overlays such as "count" and "think" time provide strong indicators of automation and/or training opportunities.

**ConnectiQ** — OpenConnect's mainframe RPA enabler. It provides scalable access to mainframe applications by turning the native mainframe protocol into web services rather than relying on desktop emulators that create complexity, slow response times and unnecessary layers to automate.

**Claims Audit Workflow** — This tool facilitates end-to-end healthcare services automation by comparing the payment made for a claim with the appropriate state Medicare-negotiated price for the procedure code.

**Provider Data Update Workflow** — This tool facilitates end-to-end healthcare services automation by facilitating updating provider data to finalize claims adjudication. It provides the

ability search the NPI registry and gather updated provider information, then update a payer's provider data systems of record.

"These are valuable tools on their own, but paired with UiPath's RPA system, both our products and UiPath's product provide infinitely more value," says OpenConnect CEO, Mark Dailey. "Our entry into UiPath Go! provides a wider audience for these solutions, meaning not only do more customers benefit, but we expect that with engagement from the developer community, we'll also see new uses and get insights that will help us improve our offerings."

Learn more and find WorkiQ on UiPath Go! At <https://connect.uipath.com/marketplace/components/workiq>.

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## OpenConnect Announces Frameworks to Solve Specific Business Challenges

### *Work@Home Framework Launch Addresses Challenges of Remote Workforce*

**DALLAS, TEXAS, DECEMBER 13, 2018** — As a leader in software solutions that deliver efficiencies across a variety of industries and operational issues, OpenConnect is focused on helping customers address some very specific business challenges with a specific set of solutions. To that end, the company is announcing a new set of services, called OpenConnect Frameworks, which offer a variety of benefits:

- Geared toward complex processes at complex organizations
- Have clear value propositions and ROI because they are addressing known business challenges
- Can be implemented faster because the integrations and data sets are known
- Demonstrate the business solution at work in a live demo

“Business leaders don’t necessarily know the specific processes they need to fix, but they always know what business problems they need to solve,” says OpenConnect CEO, Mark Dailey. “Our Framework solutions provide an opportunity to solve the right problems at the right level, rather than starting from scratch every time. This innovative approach will accelerate our customers’ time to value.”

The first-to-market of these Frameworks is a work@home solution. It aims to address the productivity and satisfaction challenges associated with having a remote workforce — whether that means workers in completely different locations or simply employees who work from home a few days a week. Combining process mining, analytics and workforce management, the visibility offered by the work@home Framework gives teams

- Real-time, empirical, unbiased reporting on remote and local workers, as well as human and robot workers
- The ability to identify productive vs. unproductive time
- Visibility into workers who are most productive and those who need to be coached
- Predictable staffing and reduction of overtime
- The ability to identify and prioritize processes for automation

- Insight into true staffing needs to reduce outsourcing, eliminate unnecessary overtime and lower operational costs
- Potential ROI in 6 months with performance and productivity increases of up to 20%

Additionally, work@home is a Citrix Ready™ solution, which can collect activity from not only desktop and but mainframe environments as well. This makes the work@home highly effective in high-volume customer scenarios.

OpenConnect is investing in future Frameworks to continue meeting customer demand to solve specific problems and will be launching Frameworks for Provider Data Services, Claims Management and others in the coming months.

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# OpenConnect Announces Free Test Drive of WorkiQ

*Now Available Exclusively on Microsoft Azure Marketplace*

**DALLAS, TEXAS, NOVEMBER 1, 2018** — This month, OpenConnect will begin offering a key piece of its work@home Framework as a free 30-day trial on Microsoft's Azure marketplace. WorkiQ® is a Citrix Ready™ solution that helps teams with remote workers measure, manage and improve productivity in real time, benefitting both productivity and employee engagement

- Manage remote workers according to the same standards as their in-office peers.
- Identify your top performers so you can help replicate their processes across teams.
- Improve distribution of work by identifying underutilized skill sets or overworked employees.
- Improve employee engagement and accountability.
- Reduce outsourcing and overtime expense by increasing the efficiency of current FTEs.
- Potential ROI in 6 months with performance and productivity increases of up to 20%

"Getting this powerful software into people's hands is key to helping them understand the real value it can provide," says OpenConnect CEO, Mark Dailey.

"This free test drive lets users monitor their own data in real time, so they can see the specific benefits to their organizations from day one. Whether you're simply looking to improve productivity and engagement or are looking for areas to potentially automate, WorkiQ gives you the unbiased data you need to make decisions and implement change."

The WorkiQ free test drive comes with full support from OpenConnect so that customers can learn to maximize the software's capabilities through customizable dashboards and a variety of reports available. After the trial, seamless conversion to the fully-loaded version of the software is available, so none of the user insights gained will be lost.

Those interested in signing up for the free trial can visit the [Azure Marketplace](https://www.azuremarketplace.com/microsoft/openconnect/workiq) or learn more and contact OpenConnect directly at <https://www.openconnect.com/workiq> or 800.551.5881.

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# OpenConnect Offers Innovative New Pricing Model for Data and Process Mining

## *Limits On Volume and Collection Points Eliminated*

**DALLAS, TEXAS, APRIL 21, 2019** — OpenConnect, is announcing an innovative new pricing model for its WorkiQ and DiscoveriQ products that will help customers maximize data capture while simplifying licensing. The goal is to let customers collect as much data as they need — from one to thousands of desktops, data from RPA robots and data from other sources like Citrix servers or mainframes — all under simple licensing for only the people who need to analyze and use the data. That means regardless of how many processes, activities, tasks, cases or collection points are used, they're all covered.

This innovative pricing structure bunks the traditional industry approach for data and process mining solutions, which ties pricing to the volume of data, number of collection points, number of robots or amount of data storage utilized. This approach can lead to collecting less data, as decision makers may need to reduce costs or simply not want to deal with continually updating license agreements whenever additional data needs to be captured.

"We know that good workforce intelligence and process intelligence are the key to putting into place an RPA plan that actually maximizes ROI. Without enough of the right data, you don't have a good foundation. So we're making it easier for our customer to get as much data as they need for their analysis without the cost and hassles that can come along with traditional pricing plans," says OpenConnect CEO, Mark Dailey.

Starting next month, OpenConnect will offer basic quick-start packages for WorkiQ and DiscoveriQ customers. These will allow them to quickly start collecting the right volume of data so they can get an accurate picture of their workforce and processes and where the real opportunities for improvement lie.

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MARKETING: YALO



## Yalo Named Finalist for MediaPost 2017 Creative Media Awards

Agency Recognized for Outstanding Branded Entertainment Entry

ATLANTA — January 26, 2018 — MediaPost recently named finalists for its 2017 Creative Media Awards and Yalo was included among the illustrious list of agencies delivering outstanding work in the media industry.

The five-year-old creative agency made the short list of finalists in the Branded Entertainment: Contests/Events/Experiential category, alongside industry giants Viacom and Havas Media. Yalo's entry, a 3D Video for Jabil Packaging Solutions, literally broke the physical boundaries of a flat screen while breaking new ground at the client's innovation centers in California and Spain. Ultimately, though, Havas took home the category's top honors.

"We couldn't be prouder to have our work recognized alongside that of some of the biggest names in the industry," said Yalo CEO Arnold Huffman. "Great honor. Great night. And incredibly inspiring. At the awards ceremony, I saw some really amazing, smart projects and am coming back to Atlanta with a bunch of new ideas we can share with our clients."

Since launching the Jabil 3D video experience in San Jose and Tortosa last summer, Yalo has continued to develop additional large-format video projects with the firm, which are designed to enhance the brand experience for innovation center visitors.

### About MediaPost and the Creative Media Awards

MediaPost is an integrated publishing and conference company whose mission is to provide a complete array of resources for media, marketing and advertising professionals. MediaPost is the holding company for the following entities: MediaPost.com, 30+ industry conferences and events each year nationwide and in Europe, including the OMMA, Insider Summit, Marketing and Engage conference series, seven annual award shows, and a suite of 50+ industry-focused email newsletters & blogs.

The Creative Media Awards is the only awards program that honors the media industry. The Creative Media Awards express our belief that media — the process of buying, planning and strategy — is every bit as creative as depicting storyboards for a print or TV ad campaign. [www.mediapost.com/creativemediawards](http://www.mediapost.com/creativemediawards)



## About Yalo

Since 2013, Yalo has been transforming brands by injecting soul and passion into their digital presence by drawing from music, art, sports and entertainment to create unique customer experiences. We are a team of strategists, creatives, technologists and salespeople with the chops to develop the best solutions for our clients and their customers across a variety of traditional and new media formats and platforms. Yalo is based in Atlanta, Ga. and Cleveland, Oh., with outposts everywhere you are.

[www.digitalyalo.com](http://www.digitalyalo.com)

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## Yalo Named A Cobb Chamber 2019 Top 25 Small Business of the Year

Agency Recognized for Role in the Cobb Community and Economy

ATLANTA — April 7, 2019 — The Cobb Chamber has announced its 25 finalists for its 2019 Small Business of the Year award. Yalo is included on this list of 2019 Top 25 Winners, and is the only marketing firm named in the Top 25.

“We have been involved with the chamber for about a year now and have been impressed with the quality of the members and the value the organization provides to us as a small business,” said Yalo CEO Arnold Huffman. “We are honored to be included on this list of businesses leading growth in Cobb County and are excited to continue to be associated with peers of this caliber.”

The winner will be announced on May 6, 2019 at a breakfast at Cobb Galleria. The top winner is determined by a thorough selection process including applications and site visits by a panel of outside judges, and is based on elements including growth and performance, innovation and community involvement.

See the full list of 25 finalists: <https://www.cobbchamber.org/Member-Services/SBOY-Winners.aspx>.

Register for the awards breakfast: <https://www.cobbchamber.org/events/Small-Business-of-the-Year-8311/details>

### About Cobb Chamber Small Business of the Year Awards

In 1982, the Small Business of the Year awards were established to honor the important role that small businesses play in the Cobb community and the economy. In 2004, the Top 25 small business were also showcased as the exceptional companies that keep Cobb influential and thriving. By 2012, the Small Business Hall of Fame was created to shine a spotlight on the growing number of businesses that continue to set the standard for small businesses very high.

The judges select the Top 25 and from amongst the Top 25, the Small Business of the Year winner. The overall winner continues on to participate in the state small business of the year competition.

To celebrate Cobb’s brightest business stars and up-and-coming businesses, the Cobb Chamber expanded its Small Business of the Year program to include a new award category—the Businesses to Watch award. These businesses are on the rise—achieving incredible growth while launching just 3 years ago or less.



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## Yalo Brings State-of-the-Art VR Experience to Hembree Springs Elementary STEM LAB

Agency contest winners donate HTC VIVE VR headset and ASUS VR PC to school

ATLANTA — August 23, 2016

Yalo is excited to announce the winners of a complete VR system from this year's Get Plugged In event at SXSW: Tracy Cocquyt-McKernan and John McKernan of Two Brown Dogs Realty. In an unexpected twist, the lucky winners decided the best use for this system with state-of-the-art components, including powerful PC hardware from ASUS to drive the experience and an HTC VIVE VR system, was not in their office or home, but as a learning tool in the STEM lab at their son's elementary school.

Yalo's resident VR guru, Scott Efferson, installed the system this week at Hembree Springs Elementary in Roswell, Ga. The STEM lab at the Fulton County public school is just beginning its second year in operation, with every student, kindergarten through fifth grade, getting an opportunity to visit the lab every other week.

Teacher, Jenny Soberanis, is passionate about sharing STEM experiences with the kids and is extremely excited about the possibilities this new technology holds for her students. Principal, Laurie Woodruff, who is actively trying to expand the lab with experiences that get students excited about STEM, believes this VR system is exactly the kind of tool that will keep kids coming back for more by helping them learn in a fun new way.

*"The kids love the STEM lab but it's challenging to find extra funding to outfit the lab with everything Jenny and Laurie would like. This seems like a great way to pay it forward and give students a really cool opportunity. We hope other parents will consider donating headsets and headphones so more than one student at a time can use the system."*

— TRACY COCQUYT-MCKERNAN, HEMBREE SPRINGS PARENT

Thanks to partners, ASUS, HTC and Skullcandy, the VR system, which is the same one that Yalo used for its Google Tilt Brush demonstration at SXSW, includes:

- ASUS VivoPC-X — VR ready PC



- HTC VIVE — VR system including VR headset, motion controllers and tracking system for immersive VR
- Skullcandy Crusher Wireless Headphones — For a fully immersive experience

Three lucky kids who attended the set-up session got to test out Google Tilt Brush, which lets users paint in 3D space, and explore the world with Google Earth VR. This is just the tip of the iceberg for what they'll get to experience during the course of the year, given that the SteamVR™ platform that this system runs on includes over 23,000 apps.

*"We love the idea of getting kids interested and engaged with VR. It's a new technology that's really on the cusp of being accessible to everyone, which will make it a real game changer in everything from commerce to construction to science in the very near future. By the time these kids grow up, it'll likely be totally commonplace to work, live and play in virtual spaces."*

— ARNOLD HUFFMAN, YALO CEO

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FOR IMMEDIATE RELEASE

## Yalo Wins Best in Category at 17<sup>th</sup> Annual Horizon Interactive Media Awards

Corporate & B2B Website Win Is One of 10 Awards Received in Competition

ATLANTA, Georgia – April 24, 2019 — The Horizon Interactive Awards, a leading international interactive media awards competition, has announced the 2018 award winners showcasing this year's "best of the best" in interactive media production. This year, Yalo was recognized for its excellence with 10 awards, including a Best in Category Award for B2B web design.

The 2018 competition saw over 800 entries from around the world including 37 out of 50 US States and 20 other countries including: Austria, Belgium, Canada, Czech Republic, Greenland, Hong Kong, India, Ireland, Italy, Japan, Malaysia, Portugal, Russia, Singapore, Spain, Sri Lanka, Switzerland, Turkey, Taiwan and the UK.

"We're honored to have received recognition in so many different categories and across so many industries this year. I think it speaks to the diversity of the work we do for all our clients and the quality of the work we deliver across the board," said Yalo CEO, Arnold Huffman. "The success here reflects a few things. First, our clients' willingness to defy their past attempts and to strive for a higher result. Second, pushing ourselves to meet our mission of elevating our clients' vibe with unique ideas. Third, our ability to truly deliver on those new ideas."

Yalo 2018 Horizon Interactive Award-Winning Projects:

### BEST IN CATEGORY

**Websites — Corporate & B2B: Arcadia Building Products**

<https://www.horizoninteractiveawards.com/winners/details/VR-4-B2B>

### GOLD

**Websites — Experimental/New Technology: Arcadia Building Products**

<https://www.horizoninteractiveawards.com/winners/details/VR-Immersion-to-Conversion>

**Websites — Consumer Information: Arcadia Building Products**

<https://www.horizoninteractiveawards.com/winners/details/Not-Your-Dads-Porch>

**Websites — Bank/Finance: Alterna Capital Solutions**

<https://www.horizoninteractiveawards.com/winners/details/Startup-Website>



**Video — Promotional: Electrolock**

<https://www.horizoninteractiveawards.com/winners/details/Be-an-Electric-Hero>

**SILVER**

**Advertising — Integrated Campaign: ¡Viva Tequila! Festival**

<https://www.horizoninteractiveawards.com/winners/details/Now-Broadcasting-Tequila>

**Advertising — Integrated Campaign: U.S. Air Force**

<https://www.horizoninteractiveawards.com/winners/details/Taking-It-Higher>

**Websites — Health/Human Services: GenomOncology**

<https://www.horizoninteractiveawards.com/winners/details/Taking-the-Fight-to-Cancer>

**Video — Advertisement/Commercial: U.S. Air Force**

<https://www.horizoninteractiveawards.com/winners/details/Be-A-Part-of-Something-Bigger>

**BRONZE**

**Websites — Restaurant/Food Industry: ¡Viva Tequila! Festival**

<https://www.horizoninteractiveawards.com/winners/details/Tequila-Takeover>

An international panel of judges, consisting of industry professionals with diverse backgrounds evaluated categories ranging from online advertising to mobile applications. The 2018 winning entries showcase the industry's best interactive media solutions including web sites, mobile applications, print media, interactive displays, public exhibits, online advertising, video, email and more.

"The 2018 competition was an outstanding display of creativity and digital media excellence. This year's participants, once again, have raised the bar for excellence in interactive media solutions," said Mike Sauce, Founder of the Horizon Interactive Awards. "There were so many unique solutions that had an effective blend of different media types that combined for some truly stunning work. All of the winners should be proud of their achievement and I am proud that the Horizon Interactive Awards competition has been able to shine the spotlight on the countless talented individuals from all over the world who produce this work."

The Horizon Interactive Awards holds the competition each year with the winners being announced the following April. For more information visit the Horizon Interactive Awards online: [www.horizoninteractiveawards.com](http://www.horizoninteractiveawards.com).



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## **About the Horizon Interactive Awards**

In its 17<sup>th</sup> year, the Horizon Interactive Awards was created to recognize excellence in interactive media production worldwide. Since 2001, the competition has received tens of thousands of entries from many countries around the world and nearly all 50 US States. Each year, those entries are narrowed down to the “best of the best” to be recognized and promoted on an international stage for their excellence. The judging process involves a blend of the Horizon Interactive Awards advisory panel and an international panel of volunteer judges consisting of industry professionals. Winning entries have been dubbed the “best of the best” in the interactive media industry.

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# Yalo Named TAG Digital Marketing Agency of the Year

Agency & Its Clients Named Finalists in Seven Additional Categories

ATLANTA — November 7, 2017

Yalo was honored last night at Technology Association of Georgia's annual Marketing Awards ceremony, competing as one of three finalists to become Digital Marketing Agency of the Year. The five-year old agency's expertise at identifying opportunities for and driving innovation through projects across all mediums, including 3D video and VR, played a role in its recognition. Additionally, its ability to bring maximum impact through creative solutions and intelligent analytics contributed to the win.

"We're truly honored," said Yalo CEO Arnold Huffman, who also participated in the event's panel discussion around innovation in content marketing. "This is the second year we've been involved with TAG and have a lot of respect for the people on the selection committee. 2017 has been filled with exciting work and client challenges across a variety of industries. We're extremely proud of the solutions we've developed to help all our clients move their businesses forward and are looking forward to creating even more impact in 2018."

Yalo also was named as a finalist in the following categories:

- **Best Integrated Marketing Campaign, Large Enterprise (≥\$500M)** — Yalo's LEAN Cleaning campaign for Veritiv was designed to simplify the differentiation Veritiv Facility Solutions provides in the marketplace, providing an anchor statement to help the company stand out from the competition, leverage established content across industries and resonate powerfully on social channels.
- **Best Integrated Marketing Campaign, Small Enterprise (<\$500M)** — Yalo's 2017 Brand Collateral Refresh for Arcadia upgraded the expression of this growing outdoor living company's brand presence across its website, printed materials, emails and conference exhibit experience, bolstering its position among both dealers and customers as a high-end, luxury brand.
- **Marketing Innovator of the Year** — Yalo's immersive 3D video "Life of A Package" for Jabil Packaging Solutions maximized storytelling impact with an immersive, large-scale format that showcases the client's innovative thinking.



- **Up & Coming Marketer** — Yalo Strategy Director, Anne Dawson, was recognized for her innovation, leadership and dedication to relationship building with both her team and her clients.

Additionally, a few Yalo clients were named as finalists in the **Marketing Executive of the Year** category:

- **Martha Issa**, Facility Solutions Strategy & Marketing Director at Veritiv Corporation
- **Scott Selzer**, Founder & CEO at Arcadia
- **April Sorrow**, Director of PR & Communications at Jackson EMC

### About TAG & TAG Marketing Awards

Technology Association of Georgia (TAG) has emerged as a world-class membership organization and an engine for economic development for the state of Georgia.

TAG's mission is to educate, promote, influence and unite Georgia's technology community to foster an innovative and connected marketplace that stimulates and enhances Georgia's tech-based economy.

Every year, the technology marketing industry comes together to celebrate the best of the best at the TAG Marketing Awards — the premier event for the technology marketing community with awards bestowed to the top tech marketers in Atlanta. The 2017 TAG Marketing Awards puts the New Face of Marketing front and center – recognizing the innovators, the risk takers, the change-makers and the up-and-comers. <http://www.tagonline.org/>

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## Yalo Promotions Fuel ¡Viva Tequila! Festival

First Project in Partnership with New Client, Tequilas & Wine

ATLANTA — September 4, 2018

Atlanta foodies, tequila aficionados and folks who just like to have a good time exploring new tastes and culture have a treat in store. On September 15 at Atlantic Station, Yalo's newest client, Tequilas & Wine will be hosting an all-day upscale tasting event featuring over 25 Mexican tequilas not yet widely available in the U.S. paired with small plates created by over 50 of Atlanta's top restaurants.

The experience is a first step in getting the word out about some of the unique tequilas Tequilas & Wine has on its roster of imports the company is working to get on wider distribution in the states. Yalo was recently plugged in to help promote the event and has worked quickly to update website content (<http://www.vivatequilafestival.com>), upgrade the festival's social presence (Facebook, Twitter and Instagram) and create a TV spot that will air on Telemundo in the week leading up to the event.

After a successful festival, Yalo and Tequilas & Wine plan continue to work together to garner better brand recognition for some of the tequilas the company imports, primarily Don Nacho's product line, which includes top-shelf Blancos, Reposados and Añejos. Yalo's scope of work is still to be determined, but likely will include a collection of digital and analog tactics designed to raise awareness and affinity among both consumers and retail/restaurant buyers.

Additionally, Tequilas & Wine will soon be bringing Kiss Wine to market with Yalo's help. The importer has secured licensing rights from the iconic rock band and will be rolling out a red and a white with collector-worthy labeling featuring the band's unmistakable branding. This project is also still in planning stages, but Yalo expects it to be a multi-pronged marketing effort aimed at both consumers and retail/restaurant buyers.

"To use a little tasting terminology, we feel like this relationship has some really good legs," says Yalo CEO, Arnold Huffman. "We are excited to be a part of ¡Viva Tequila! Festival, as it's a truly unique event for Atlanta, combining a lot of our favorite things: good food, good drink and good music. Moving forward, we believe we can help this client really make an impact and see some impressive results with the right mix of marketing messages and tactics."



### About ¡Viva Tequila! Festival

This exciting one-day festival highlights the food, drink and culture of Mexico in a fun, upscale setting. The festival is dedicated to teaching the history and artistry of Tequila, as America's new favorite sipping liquor and will feature delicious tastes from Atlanta's best local restaurants. Our participating restaurants will pair their signature small plates with sips of the world's finest boutique tequilas in combinations designed to dazzle your palate. If you love food, drink, music, arts and fun, you can't miss this one-of-a-kind experience!

Saturday, September 15 from 11:00 a.m. to 5:00 p.m.

VIP Experience available

Noche After Party from 6:00 p.m. to 9:00 p.m.

The Pinnacle Pad @ Atlantic Station  
240 20th Street NW  
Atlanta, GA 30363

More info available at [www.vivatequilafestival.com](http://www.vivatequilafestival.com) or [info@vivatequilafestival.com](mailto:info@vivatequilafestival.com).

Tickets available at [www.eventbrite.com](http://www.eventbrite.com) and [www.handpickedatlanta.com](http://www.handpickedatlanta.com).

### About Yalo

*Since 2013, Yalo has been transforming brands by injecting soul and passion into their digital presence by drawing from film, art, music and sports to create unique customer experiences. We are a team of strategists, creatives, technologists and salespeople with the chops to develop the best solutions for our clients and their customers across a variety of traditional and new media formats and platforms. Yalo is based in Atlanta, Ga., and Cleveland, Oh., with outposts everywhere you are. [www.digitalyalo.com](http://www.digitalyalo.com)*

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