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## NEWS RELEASE

### Hownd Announces Partnership with Virtuix and Omni Arena

**TEMPE, Ariz. – Nov. 13, 2019** – [Hownd](#)™ (formerly FetchRev), a Foot Traffic Generation platform that helps local businesses attract new and returning customers, and [Virtuix](#), developer of the Omni Arena virtual reality esports attraction, have announced a partnership to drive incremental player traffic to Omni Arena operators. Hownd will integrate with Omni Arena's player database and use the player profiles that Omni Arena generates to promote repeat visits to the operator's venue.

"70% of Omni Arena players create a player profile, yielding an operator 1,000-1,500 email addresses and dates of birth each month," said Jan Goetgeluk, founder and CEO of Virtuix. "Such incredible user data is only valuable when used for direct marketing that drives players back to the venue. Hownd is an expert at using player profiles for this purpose, and we expect that Omni Arena's integration with the Hownd platform will increase repeat play even more."

Omni Arena currently achieves a 30% repeat play rate, among the highest in the industry. Players who create profiles will be linked to the Hownd platform and receive curated promotions to bring them back to the venue. Operators will receive a free three-month trial of the Hownd Plus Plan which includes marketing and promotions based on the players' date of birth.

"We've been using Hownd for over a year now," said Alpa Panchal, owner of Sky Zone McDonough, an Omni Arena operator and Hownd customer. "We are thrilled that Hownd will integrate with Omni Arena and use our guests' Omni Arena profiles for promotions and birthday marketing. The high rate of repeat visits by our Omni Arena players is one of our main defenses against new competitors in our area."



"We identified Omni Arena as a premiere virtual reality attraction when it comes to capturing player data and delivering an excellent gaming experience," said Brandon Willey, founder and CEO of Hownd. "No other VR attraction generates player data and profiles like Omni Arena does. Integrating Hownd with Omni Arena creates a powerful combination that will stimulate players even more to come play again and again."

Virtuix and Hownd will launch their partnership promotion at IAAPA Expo 2019. Virtuix is a Platinum IAAPA sponsor and will exhibit Omni Arena at booth #2686. Interested operators can sign up for a demo of Omni Arena at IAAPA 2019 [here](#). Hownd is a Gold IAAPA sponsor and is exhibiting at booth #1073 where family entertainment center owners and operators, as well as industry partners, can see a demo of Hownd.

#### About Hownd

Hownd (formerly FetchRev) is a proven, fully automated, and Foot Traffic Generation platform that creates profitable guest visits for local businesses by delivering targeted promotions to existing and new nearby consumers. Focused on the success of local business owners, the company has served thousands of local merchants and more than 40 million consumers throughout North America and beyond. Unlike outdated group-buying deal sites and offer portals that can bleed merchants dry, Hownd provides quantifiable, attributable and sustainable long-term value to local businesses; reduces their effort and costs; and increases their real revenue and profit. Learn more at [www.hownd.com](http://www.hownd.com) or visit <https://hownd.app/sign-up/> to get started in just five minutes. Call 877-394-2410 for more information.