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# **VERB and the Florida Panthers Announce Multi-Year Partnership for VERB's Interactive Video Technology to Drive Ticket and Merchandise Sales and Fan Engagement**

**VERB's new sports franchise partnership will employ a suite of video-based sales enablement solutions**

NEWPORT BEACH, Calif. and SALT LAKE CITY, Feb. 08, 2022 (GLOBE NEWSWIRE) -- [Verb Technology Company, Inc.](#) (Nasdaq: VERB) ("VERB" or the "Company"), the leader in interactive video-based sales enablement applications, including interactive livestream eCommerce and shoppable video, webinar, CRM, and marketing applications for entrepreneurs and enterprises, today announced that the Company has entered into a multi-year partnership with the [Florida Panthers](#) of the National Hockey League (NHL) and the FLA Live Arena, host of the 2022/2023 NHL All-Star Game. The South Florida-based team will also use VERB's technology to engage directly with fans and supporters through shoppable, interactive videos.

"We are excited to deploy VERB's interactive video sales solutions to continue to expand our business, drive ticket and merchandise sales and reach our customers, fans and partners," said Chief Strategy Officer Sam Doerr of the Florida Panthers. "We recognize the value of staying on top of changing technology and consumer behavior. VERB's interactive video technology can keep us ahead of the curve as video continues to develop as a dominant form of communication."

"VERB is delighted to become a Proud Partner of the Florida Panthers and the FLA Live Arena," said Rory J. Cutaia, CEO of VERB. "The Florida Panthers represent an incredible partner due to their brand awareness and on-ice success. We are thrilled to see traction in growing our sports entertainment vertical and bringing our interactive technologies to help leading sports franchises leverage their powerful content-generation capabilities to drive sales and fan engagement. We look forward to a long and fruitful partnership with the Panthers and to continuing to expand both across the NHL and other major professional sports leagues."

## **About VERB**

Verb Technology Company, Inc. (Nasdaq: VERB), the market leader in interactive video-based sales applications, transforms how businesses attract and engage customers. The Company's Software-as-a-Service, or SaaS, platform is based on its proprietary interactive

video technology, and is comprised of a suite of sales enablement business software products offered on a subscription basis. Its software applications are used by hundreds of thousands of people in over 60 countries and in more than 48 languages. VERB's clients include large sales-based enterprises as well as small business sales teams, including the sales and marketing departments of professional sports teams. Of note is its forthcoming MARKET, a multi-vendor, multi-presenter, livestream social shopping platform at the forefront of the convergence of ecommerce and entertainment. With approximately 200 employees, the Company is headquartered in American Fork, Utah, and it also maintains offices in Newport Beach, California.

For more information, please visit: [www.verb.tech](http://www.verb.tech).

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