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Arooga's Selects Yext to Manage Digital Knowledge for its Restaurants

NEW YORK, March 20, 2018 /PRNewswire/ --[Yext, Inc.](#) (NYSE: YEXT), the leader in Digital Knowledge Management (DKM), today announced a new relationship with [Arooga's Grille House & Sports Bar](#), an innovative full-service casual restaurant and bar with a sports and entertainment focus, to give Arooga's more control of the facts about its brand across the services consumers use to find businesses every day.



"The rise of intelligence is changing the game for restaurants everywhere, as customers armed with AI-powered services like Google Assistant, Siri, or Alexa, can simply say 'sports bar' or 'tater tots' and immediately get back a direct answer," said Lee Zucker, Head of Industry, Food Services at Yext. "In this new environment, forward-thinking food businesses

like Arooga's that take control of their digital knowledge now are going to have a crucial advantage. We're proud to work with Arooga's to put perfect information about their restaurants everywhere."

Using the Yext Knowledge Engine, Arooga's can now manage its digital information for all of its restaurants from a central platform. Yext's restaurant customers include brands of all sizes, from large brands like Denny's, Arby's, and Qdoba to single-location restaurants.

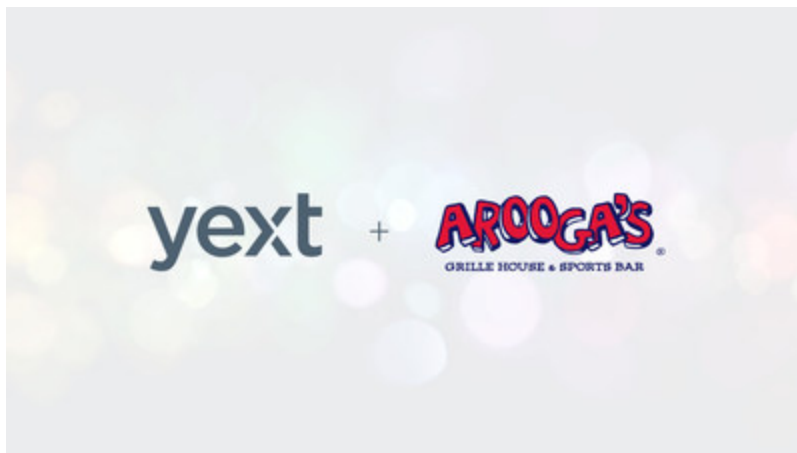
"We recognize the importance of maintaining our brand profile in this digital age where everything lives online," said Gary Huether, Jr., President and Co-Founder of Arooga's Grille House & Sports Bar. "Yext allows us the capability to control our brand across online platforms, which is important as we continue to grow so that we control our messaging, and also so our guests can easily find answers about Arooga's online."

For more details on how Yext puts restaurants in control with Yext for Food, visit <https://www.yext.com/industries/food-services/>.

About Yext

Yext (NYSE: YEXT) is the leading Digital Knowledge Management (DKM) platform. Yext's mission is to give companies control over their brand experiences across the digital universe of maps, apps, search engines, voice assistants, and other intelligent services that drive consumer discovery, decision, and action. Today, thousands of businesses use the Yext Knowledge Engine™ to manage their digital knowledge in order to boost brand engagement, drive foot traffic, and increase sales.

Yext has been named a Best Place to Work by Fortune and Great Places to Work® as well as a Best Workplace for women. Yext is headquartered in New York City with offices in Berlin, Chicago, Dallas, Geneva, London, Paris, Tyson's Corner, San Francisco, Shanghai, and Tokyo. For more information, visit www.yext.com.



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