

July 19, 2018



Magician David Blaine to Keynote Yext's ONWARD18 Conference

World-renowned magician and endurance artist joins speaker lineup at Yext's annual conference

NEW YORK, July 19, 2018 /PRNewswire/ --[Yext](#), Inc. (NYSE: YEXT), the leader in Digital Knowledge Management (DKM), today announced that famed magician and endurance artist David Blaine will be a keynote speaker at [ONWARD18](#). Yext's third annual conference will take place October 23-25, 2018 at Jazz at Lincoln Center's Frederick P. Rose Hall in New York City.



"David Blaine is the world's most accomplished and famous magician, and is constantly pushing the boundaries of what scientists and doctors previously thought was impossible," said Howard Lerman, Founder and CEO of Yext. "Our guests are going to leave ONWARD18 inspired and educated about the future, and with David Blaine's keynote, they'll also leave amazed."

David Blaine is commonly called the greatest magician who ever lived, and his stunts have defied the limits of human endurance. Blaine will deliver a keynote at ONWARD18 titled *Magic Inspired by Knowledge* about his life as a magician and endurance artist, and how, as he has researched and traveled the world to learn how to do the impossible, his thirst for

knowledge has powered his craft.

Blaine is best known for his high-profile feats of endurance and for breaking several world records. Blaine has inspired a new generation of magicians with his signature brand of Street Magic, which transformed televised magic by turning the camera on the audience, focusing on spectator reactions instead of the performer. His daredevil stunts have gained him worldwide fame, ranging from being buried alive for seven days to being encased in ice for over 60 hours. The New York Times noted that Blaine has "taken a craft that's been around for hundreds of years and done something unique and fresh with it."

Blaine joins an impressive and growing list of speakers at ONWARD18, including astrophysicist Neil deGrasse Tyson.

ONWARD brings together the smartest minds in marketing and technology to explore how AI, digital assistants, and intelligent services will shape our world in the years to come. The conference, now in its third year, will bring together experts from today's leading brands to explore why *Knowledge is Power*.

Registration for ONWARD18 is now open. Visit www.ONWARD18.com to learn more.

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 including brands like Taco Bell, Rite Aid, and Steward Health 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 Place 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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