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Yext Adds Amazon Alexa to Knowledge Network

Businesses Can Now Feed Their Digital Knowledge Directly to Alexa Via the Yext Knowledge Engine

NEW YORK, July 25, 2018 /PRNewswire/ -- [Yext, Inc.](#) (NYSE: YEXT), the leader in Digital Knowledge Management (DKM), today announced a global integration with Amazon to give businesses control over the answers Alexa provides about them. With this new relationship, consumers using Alexa for voice search can receive the most up-to-date facts about businesses—locations, contact information, hours of operation, and more—straight from the source: the business itself.



"Today is a quantum leap forward in Yext's mission to give businesses control over their digital knowledge and provide consumers with perfect information everywhere," said Howard Lerman, founder and CEO of Yext. "Amazon has changed the world with its innovative, market-leading voice-enabled devices, the Amazon Echo family of smart speakers, and the Alexa voice service. Now, the tens of millions of consumers who ask Alexa questions can get authoritative answers from the business itself with the Yext Knowledge Engine."

"Amazon's innovations have driven consumer adoption of voice search exponentially," said Marc Ferrentino, Chief Strategy Officer of Yext. "As a result, businesses must align their

brand content to answer specific questions posed by consumers using natural language. With Yext, they can do just that—so that consumers who rely on Alexa can receive the most up-to-date knowledge about their business when and where it matters."

Yext customers will find Alexa in the Yext Knowledge Network (formerly the Yext PowerListings® Network), and their digital knowledge will sync automatically*. To learn more about Yext and how we can help put your business in control of your digital knowledge everywhere, please visit www.yext.com.

**Initially, Amazon Alexa will use Yext-powered digital knowledge to respond to queries about businesses around the globe including Australia (AU), Austria (AT), Canada (CA), Germany (DE), India (IN), Ireland (IE), Japan (JP), New Zealand (NZ), United Kingdom (GB), and United States (US) with plans to expand to other countries in the future.*

About Yext

[Yext](http://www.yext.com) (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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