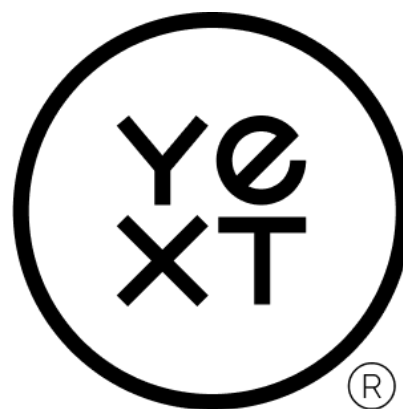


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Yext Adds Dr. Hannah Fry and Executives from Boston Market, Inspire Brands, EXPRESS, and T-Mobile to ONWARD18 Agenda

Speakers to Address How Knowledge Is Power In Business

NEW YORK, Aug. 13, 2018 /PRNewswire/ --[Yext, Inc.](#) (NYSE: YEXT) the leader in Digital Knowledge Management (DKM), today announced major additions to the [ONWARD18 conference agenda](#), including a keynote by renowned British broadcaster, lecturer, author, and mathematician Dr. Hannah Fry. ONWARD will take place Oct. 23-25, 2018 at Jazz at Lincoln Center's Frederick P. Rose Hall in New York City.



"Dr. Hannah Fry is an expert on the intersection of data and human behavior, an amazing speaker, and a true genius. We are thrilled to welcome her to ONWARD18," said Yext CEO Howard Lerman. "As we rely more and more on conversational artificial intelligence, Dr. Fry will give a scientific perspective on how we interact with technology and what behavioral data can tell us about ourselves and our social systems."

Dr. Fry is a lecturer in the Mathematics of Cities at the Centre for Advanced Spatial Analysis at University College London. She is also a regular presenter of science and math programs

on BBC TV and radio. Dr. Fry studies the patterns in human behavior—particularly in urban environments—to answer questions from shopping habits to transport to riots. Beyond life in a city, she also considers the math of the everyday; how numbers and formulas can explain behaviors, predict patterns and reveal the truth behind commonly held myths.

ONWARD18 will see a wide variety of innovative executives take the stage including:

- **Frances Allen, CEO of Boston Market**, will deliver a talk entitled, "From CMO to CEO: What Knowledge is Power?" on her experience and advice for marketers as they look to work better with their C-Suites—or ponder their own executive move from marketing.
- **Paul Brown, CEO of Inspire Brands**, will speak on the topic of "Sparkling a Culture of Innovation," on how companies can imbed innovation into their organizational cultures. Paul Brown will discuss the importance of creating strong connections, defining a clear purpose and vision, and instilling a belief that there is always a better way.
- **Crystale Lapham, Vice President of eCommerce at T-Mobile** will lead a session on the subject "Making the Moments that Matter" about how T-Mobile has mastered the moments can build brands, grow businesses, and deepen customer relationships.
- **Jim Hilt, Executive Vice President, Chief Customer Experience Officer at EXPRESS**, will lead a session called "Marketing + Digital + Operations = Customer Experience" on why organizational structures may be the missing piece in delivering the amazing experience customers deserve.

"We're honored to have such accomplished executives join us onstage at ONWARD18," said Wendi Sturgis, Chief Client Officer at Yext. "Whether it's insights from Frances Allen on making the move from CMO to CEO, from Paul Brown on how we can all spark cultures of innovation in our own companies, or incredible sessions with Crystale Lapham or Jim Hilt, our attendees will walk away inspired and with a fresh perspective on how knowledge is power not just in business, but in life."

ONWARD brings together the smartest minds in marketing and technology to explore how AI, digital assistants, and intelligent search will shape our world in the years to come.

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

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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