Lanmark360™

News Release

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For Immediate Release:

Millions of Fairgoers will Experience Magic Money™ in 2018 – A Better Way to Pay and Play

Full-Service RFID Based Cashless Event Management System Designed Exclusively for Fairs and Amusement Parks Expands its Operations

Charlotte, NC (October 6, 2017) – Magic Money, LLC, a gate-to-gate digital ticketing and event management system, will expand its business operations in 2018. Crabtree Amusements, The State Fair of Louisiana, Heart O' Texas Fair & Rodeo, North Texas Fair & Rodeo, Fort Worth Stock Show & Rodeo, and Rodeo Austin have all signed on to utilize the technology's capabilities next year. These events join Talley Amusements, the Iowa State Fair, and the Miami-Dade County Youth Fair, who successfully implemented Magic Money in 2017 for their event operations. The expansion equates to millions of fairgoers reaping the benefits of the industry's first event software designed specifically for amusement parks and fairs.

A turnkey full-service RFID based cashless solution, Magic Money controls every aspect of event operations; from front gate ticketing, payment for rides, games, food and beverage, ticket presales, kiosk-based reloads and redemptions, as well as ride inspection. The system eliminates collection and counting activities, provides improved auditing, reduces labor costs, and records comprehensive analytics while enabling real time customer communication. Moreover, Magic Money streamlines the safety compliance process while centralizing records for easier, more accurate accounting.

Brett Enright, Magic Money Founder, President, and COO, started the company with the intent of enhancing the overall event experience, for both operators and consumers. Enright, Owner of Juicys™ and Beer Haven, possesses over 30 years of experience in the industry as a concessionaire and entrepreneur, and feels confident that Magic Money is the wave of the future. "We're elated by the fact that so many events have elected to implement Magic Money for running their operations," remarked Enright. "Our goal is to revolutionize the industry by providing the best way to pay and play, and we look forward to partnering with a plethora of businesses who share a vested interest in optimizing operations, and giving fairgoers the best experience possible."

Magic Money will be on hand at the upcoming World Waterpark Association (WWA) trade show in West Palm Beach, FL on October 16-19, the International Association of

Amusement Parks and Attractions (IAAPA) trade show in Orlando, FL on November 13-17, and the International Association of Fairs & Expositions trade show (IAFE) in Las Vegas, NV on November 26-29.

<u>About Magic Money:</u>

Magic Money LLC is a turnkey full-service RFID event management system designed specifically for fair and amusement park event management. A true gate-to-gate cashless solution, this cloud-based suite of applications allows event management to control all aspects of event operations from front gate, rides and games, food and beverage, parking, ticket presales, ride inspection, and on-site reloads and redemptions. Magic Money provides real-time analytics, decreases labor, and eliminates collecting and counting activities while yielding optimal communication between guests and operators to create the ideal event experience for all parties involved. For more information, please visit www.magicmoney.com.

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