

# MLBAM MOBILE WALLET AND GIVEX



MLB Advanced Media, a leading provider of full service digital products and Givex, a global provider of Uptix ticketing solutions, gift and loyalty platforms have teamed up to bring stored value functionality to the official MLB.com Ballpark mobile app for iPhone and Android.

The MLB.com app hits it out of the park with these features:

- Mobile check-ins
- Access to tickets
- Directions and parking
- Social media
- Team schedules
- Merchandise
- Unique fan offers

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For MLB teams currently using Givex gift card solutions they can realize the advantages of even more services associated with this app:

- Customer specific analysis and reporting
- Marketing distribution of coupons
- SKU promotions
- Discount for Season Ticket Holders
- Reward Issuance

The Uptix advantage empowers fans to enjoy the freedom to buy concessions and fan merchandise at the ballpark on their digital tickets:

- Secure balance check
- Redeem funds in stadium
- Reload funds
- Access to coupons and in-game promotions



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