

Agriculture, Technology and Event Management Converge with new Carrot Pass Partnership announced by Fifth Third Bank Michigan State Fair

Novi, MI: The Fifth Third Bank Michigan State Fair has forged an exciting new partnership with **Marvel Apps** of Royal Oak and their new, free **Carrot Pass** mobile app for iPhone and Android, a ground-breaking new product that utilizes beacon technology to offer financial rewards for living an active lifestyle, and allows participating businesses to reward patrons for the number of steps they take each day. **Marvel Apps** was very recently named one of the “**50 Michigan Companies to watch for 2015**” by Governor Rick Snyder, sponsored by the Michigan Celebrates Small Business coalition.

The **Fifth Third Bank Michigan State Fair, September 4-7 at the Suburban Collection Showplace, 46100 Grand River in Novi** will employ the Carrot Pass app to communicate with fair patrons this Labor Day Weekend, and offer special incentives for those who log various levels of steps at the Fairgrounds. The Carrot Pass app beacons placed throughout the fairgrounds will be able to ping fairgoers with educational information about various exhibits at the State Fair, and send alerts when popular performances or elements of the Fair are about to begin. “We view this technology as a revolutionary opportunity to communicate with event patrons while they are on site enjoying the State Fair”, says **Executive Director Steve Masters**, “From the moment they arrive in the parking area, we can share with them all of the exciting attractions happening in the moment, beginning with an invitation to purchase Fair tickets through the Carrot Pass, and enter through a designated gate that will allow them to bypass box office lines. We can also offer fun and engaging background information about animals and exhibitors at the Fair, as well as fairground map and navigation tools, contests and special offers that reward them for every step they take while enjoying the expanse of the Fifth Third Bank Michigan State Fair. We believe this is a terrific new way to help all who attend maximize their fun and enjoyment of the State Fair, and a very interesting new application of technology for all those who produce fairs, festivals and events across the nation.” Complete information about the Fifth Third Bank Michigan State Fair is available at www.MichiganStateFairLLC.com

The benefits of downloading the free Carrot Pass app extend far beyond the State Fair! More than 235 businesses across Southeast Michigan are currently Carrot Pass partners that offer rewards for activity points earned. Businesses in Royal Oak and several adjacent communities are among the first participants, but more businesses across Michigan and the U.S. are jumping on the Carrot Pass bandwagon every week. The free Carrot Pass download is available in both iPhone and Android app store by searching “Carrot Pass”, and personal login can be made anonymously, or through the user’s Facebook page. More information is available at www.CARROTPass.com.

About Marvel Apps: Marvel Apps is an independent software development company based in Royal Oak. Since 2008, it has developed more than 100 apps for clients from a variety of industries. Marvel Apps has produced multiple “Top 10 Apps” in the Mac App Store. It has also been a Crain’s Detroit Business Top 10 App Developer each year since 2011.

Through its Rewards Program, CARROT encourages consumers to lead a more active lifestyle by providing financial rewards for doing things like walking, biking and shopping. CARROT benefits people of all ages and lifestyles – this free app actually rewards people financially for being active!

Company founder **Michael Antaran** was selected by Goldman Sachs to participate in its 2014 10k Small Business Program – a program he successfully completed while developing CARROT. The company’s team consists of the brightest

engineers from the top schools in Michigan, and it has the ability to accommodate multiple programming languages and adapt in a start-up environment. More information is available at www.CARROTPass.com.

**The History and Evolution of the Michigan State Fair
and the Fifth Third Bank Michigan State Fair, a Private Entity, LLC**

The original Michigan State Fair, which debuted in Detroit in 1849, was one of the first statewide fair events to take place in the United States. It moved permanently to its home at the Michigan State Fairgrounds on Woodward Avenue in 1905 and was staged there until 2009, when it was discontinued by a resolution of the state government, due to ongoing budget issues. The Michigan State Fair, LLC is now being produced as a private enterprise, and presented for the third year with title sponsor Fifth Third Bank. The 2015 Fifth Third Bank Michigan State Fair has a deep commitment to the ongoing development and support of agriculture, small business and family entertainment, while preserving the legacy and beloved traditions of the original State Fair. For more information on the Fifth Third Bank Michigan State Fair, please visit

www.MichiganStateFairLLC.com

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