Iconic Lambeau Field launches MyVenue in major POS upgrade.

GREEN BAY, WI – Global point-of-sale (POS) innovator MyVenue has completed one of the NFL's largest POS deployments at Lambeau Field, home of the Green Bay Packers.

Over 1,000 POS at the historic stadium now use MyVenue, including 460 terminals, 300 handheld devices, 165 suites, and 264 self-service kiosks, making it MyVenue's largest kiosk installation in North America.

MyVenue's solution quickly proved its commercial impact, facilitating over 100,000 food & beverage transactions at multiple Green Bay Packers football games and breaking Lambeau Field's all-time single-event revenue record.

The deployment unifies POS operations across concessions, club-level, grab-and-go markets, suites, inventory control, vending, and kitchen display systems, all underpinned by MyVenue's real-time, cloud-based back office and reporting platform.

Quote: Scott Thompson, *Asst. Director, Business Analytics and Food & Beverage*, Green Bay Packers
"At Lambeau Field, we needed technology powerful enough to elevate a legendary gameday experience without missing a beat, especially during peak concession demand. Within weeks of going live, we set an all-time record for number of transactions, and our self-service kiosks handled the significant increase with ease. MyVenue gave us that in one unified system that fits seamlessly into how we operate across every service."

Quote: Tim Stollznow, *Chief Executive Officer*, MyVenue
"Lambeau Field shows the power of unifying self-service, mobile ordering, suites and full-service POS on a single, seamless platform. Enhancing technology in the stadium on time and on budget without disrupting a single event is a testament to our industry-focused team's expertise. We look forward to a long and beneficial partnership with the legendary Green Bay Packers."

About Lambeau Field/Green Bay Packers

Lambeau Field, the Green Bay Packers' venerable home, is the longest-tenured stadium in the NFL and recognized by many as having the top gameday experience in professional sports. The historic Green Bay Packers, established in 1919, are the NFL's only community-owned team with more than 539,000 shareholders. With a tradition of excellence, the Packers have captured an NFL-record 13 world championships, including four Super Bowls, and have 29 individuals enshrined in the Pro Football Hall of Fame, a total that is second among all teams. More information is available online at www.packers.com.

About MyVenue

MyVenue is an award-winning POS solution for sports, entertainment, and hospitality venues. Its hardware-agnostic POS software supports handheld, tablet, terminal, frictionless, and kiosk devices across concession, premium, hawking, self-service, in-seat, suites, and retail locations. The comprehensive solution also features mobile ordering, suite catering, and a browser-accessed back office featuring real-time dashboards, reports, and inventory control. www.myvenue.com

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