

InvenTrust Property Management Partners with Uberall to Manage & Expand Shopping Center Tenant Visibility Online

***Partnership ensures InvenTrust's centers' tenants and information
are easily discoverable by customers***

San Francisco, June 27 -- [Uberall](#), Inc., the location marketing solution for businesses competing to attract and win local brick-and-mortar customers, today announced an exclusive partnership with InvenTrust Property Management LLC., a premiere Real Estate Investment Trust (REIT) that owns open-air shopping centers in high-growth markets across the Sunbelt. The partnership will allow tenants at a group of InvenTrust centers to reach shoppers with the most up-to-date store information online, including locations, business hours, phone numbers, and more.

InvenTrust has launched a pilot program, powered by Uberall, to support the online visibility of stores at its shopping centers. Using Uberall's Location Marketing Cloud, InvenTrust can easily manage and store tenant location information in one centralized platform. The Location Marketing Cloud enriches and amplifies data in a range of digital directories, maps, social networks, and navigation services, providing maximum findability for the businesses at InvenTrust's shopping centers on the web. These business' digital presences are optimized across the most important search engines and websites, resulting in better local rankings. Stores within InvenTrust shopping centers can grow business listings on more than 50 websites and apps using Uberall.

"Our partnership with Uberall is an unprecedented marketing initiative in the retail real estate industry," said Lisa Alexander CRX, CMD, Director of Marketing, of InvenTrust Property Management, LLC. "Some companies have listed their shopping center locations across the web; we are helping individual stores, businesses and services in our centers catch customers when they are ready to buy. Our tenants' information, such as address, phone number, business hours, and even photos can be discovered by customers wherever they search for a business or merchandise category on their computers or mobile devices."

Uberall empowers businesses to maximize their digital brand footprint or ecosystem, while driving new and existing customers directly to their doors. Its flagship Location Marketing Cloud solution enables businesses to create a consistent, engaging brand ecosystem, connecting businesses with consumers at the precise moment they are ready to buy.

"We are excited to partner with and support InvenTrust Property Management and their shopping centers," said Josha Benner, CRO and Co-founder of Uberall, Inc. "While customers increasingly search for and compare local businesses online and on their mobile devices, it gets harder for a business to manage their online presence. We help them keep their information accurate, updated and on brand across social media platforms, directories, mobile apps and

websites where potential customers search. This saves time and money, while ultimately growing revenue.”

Uberall was founded to bridge the gap between online search and in-store purchases. In today’s digital world, 88% of all consumers first search for products and services locally online before purchasing in-store. If a business does not have a consistent, rich, engaging digital brand footprint and reputation, buyers will never know they exist—nor will they trust the available information. Uberall’s technology provides a consistent, accurate online presence and ecosystem that helps capture new business and support revenue growth.

To date, Uberall counts well-known clients from different industries including Domino’s, DHL Group, Vodafone, IHG, Deutsche Telekom, Thyssenkrupp, HUK Coburg, and Douglas as well as distribution partners including 1&1 Internet, Swisscom, Sensis, and Vendasta.

About Uberall

Uberall is a leading Location Marketing solution company, enabling global Enterprise businesses a single, powerful, and streamlined point of control over their entire digital brand ecosystem —amplifying brand, boosting traffic, and driving local in-store sales. Uberall helps businesses manage their presence, reputation and interactions in real-time—using powerful micro-moments to connect with consumers across all mobile, voice, and desktop platforms—including websites, store locators, search engines, maps, GPS, social platforms, and apps.

Founded in 2013, the Uberall Location Marketing Cloud platform is widely used by businesses all over the world, and features products including; Control Center, Listings, Engage, Locator and Ads—all of which use the latest technology in listings and reputation management, locator-as-a-service, and personalized geo-targeted advertising. Uberall has offices in Berlin, San Francisco, Cape Town, London and Paris. Its global customers and partners include Fortune 500 companies and global digital leaders.

For more visit us at: www.uberall.com
Press contact: press@uberall.com.

Press Contact:

Chris Harihar
Crenshaw Communications on behalf of Uberall, Inc,
212.367.9748
chris@crenshawcomm.com

About InvenTrust Property Management, LLC

InvenTrust Property Management, LLC is a wholly-owned subsidiary of InvenTrust Properties Corp., a pure-play retail REIT with a focus on acquiring grocery-anchored open-air centers in key growth markets with favorable demographics. This disciplined acquisition strategy, along

with our innovative and collaborative property management approach, ensures the success of both our tenants and business partners and drives net operating income growth for the Company. InvenTrust became a self-managed REIT in 2014 and as of March 31, 2018, is an owner and manager of 81 retail properties, representing 14.2 million square feet of retail space.

For more information visit us at: www.InvenTrustProperties.com

Press contact:

Lisa Alexander, CRX, CMD

Director of Marketing, InvenTrust Property Management LLC

630.570.0734

Lisa.Alexander@InvenTrustpm.com