



MAGNATECH ANNOUNCES UMAPPED PARTNERSHIP

*Travel management firm Magnatech announces new partnership
with travel itinerary innovator Umapped*

MONTREAL, CA (April 28, 2017) — Canadian-based travel management software provider Magnatech announced their partnership today with award-winning itinerary technology company, Umapped. Both companies serve premier travel management brands and this strategic alliance will enable their respective clients to benefit from the additional integrated service capacity provided through the collaboration.

Magnatech and Umapped share a passion for putting the customer first and are recognized for their ongoing commitment to delivering cutting-edge solutions for the travel industry. Leading travel brands and consortia have adopted the Umapped itinerary solution to enhance their service offering while saving time and enabling incremental revenue. Working with Umapped will upgrade the mobile itinerary product provided to Magnatech clients' with two-way messaging, real-time updates and curated offers. Umapped will also see exponential growth in their level of transactions through the partnership.

“We are pleased to announce our partnership with Umapped. Umapped has quickly made a name for themselves within the travel industry by helping their clients generate incremental revenue, as well as, increasing user satisfaction. The integration of their itinerary platform into our service offerings will enable us to take our itinerary/invoice delivery solution to the next level and deliver incomparable service our clientele expect and deserve. We look forward to working with Umapped and expanding their solution to a whole new audience.”

Paul Gioia

Magnatech President & CEO

“We have designed the Umapped API to be completely systems agnostic, which enabled the Magnatech team to easily incorporate the functionality within their service offering. We are very excited about partnering with the Magnatech team and confident that Magnatech clients will embrace the collaborative mobile traveler interface.”

Lisa Israelovitch

Co-Founder and CEO of Umapped

About Umapped

Umapped is a collaborative B2B2C itinerary and experience platform that helps travel companies engage with their customers throughout the entire travel lifecycle. White Labeled for leading travel brands and advisors, the platform consolidates bookings, curated content and real-time context-sensitive content into a mobile and social tool for travelers. The platform eliminates inefficiencies, leverages big data & provides new revenue channels to engage travelers. Travelers can discover recommendations from their travel providers, their social networks as well as their friends and family, providing them with all of the experiential and specific content required to plan, book and explore during their trip.

About Magnatech

Magnatech Travel Management Solutions Inc. develops software facilitating the day-to-day tasks of travel management agencies. For over 25 years, Magnatech has developed mid-office automation tools and itinerary software helping travel agencies manage, track, locate, validate and deliver information. Our leadership team has spent the last decade perfecting web-based solutions to enhance the travel experience for the business traveler.