



**FOR IMMEDIATE RELEASE**

**STEEL WOOL ENTERTAINMENT INVESTS IN FESTIFI- A LEADING PROVIDER OF WIRELESS SOLUTIONS FOR SOME OF THE BIGGEST LIVE EVENTS IN THE WORLD**

LOS ANGELES – March 29, 2016 -- FestiFi, the leader in delivering flexible internet and wireless solutions to some of the biggest live events in the world, today announced that the company has received an investment from Steel Wool Entertainment -- the multi-faceted music, entertainment and investment company founded by Kevin Morrow, former President of Live Nation New York, who now oversees the careers of artists including Grammy winner Kirk Franklin, Anderson .Paak and Watsky.

FestiFi-powered events and clients include:

- UBER: “Rider Lounges” at events including the Sundance Film Festival and Coachella Valley Music and Arts Festival;
- Super Bowl 50: Powering Tostitos Cantina installation in the GameDay Fan Plaza at Levi's Stadium in San Francisco;
- Festivals operated by Live Nation including Hard, Insomniac and others;
- Voodoo Music Festival;
- Red Bull

FestiFi is using the investment to advance its R&D and growth in new markets; while leveraging the established industry footholds created through their partnership with Steel Wool to identify and drive new business. For Steel Wool Entertainment, the partnership also furthers their footprint in mobile and logistic technology and overall strategy of backing complimentary early-stage start-ups.

“As fan attendance at festivals and live events skyrockets, the bandwidth of traditional cellular networks dwindle,” said Kevin Morrow, CEO of Steel Wool. “FestiFi’s robust and scalable wireless-centric solutions is a true game-changer. It delivers greater convenience to consumers— as well as sales and marketing opportunities to everyone in the live event food chain.”

“Partnering with Steel Wool has given us a distinct advantage over our competitors. The insight, relationships and incredible team has helped us become a leader in this space. I am looking forward to a long and successful partnership with Steel Wool,” said Damon Schrotberger, Founder of FestiFi.

About Steel Wool Entertainment:

[Steel Wool Entertainment](#) is a multi-faceted entertainment and investment company which offers artists a full slate of management, record label, video production, and marketing services. Steel Wool CEO Kevin Morrow is a 30-year veteran of the music industry who previously served as President of Live Nation New York, and built House of Blues live concert and touring division. In conjunction with Steel Wool partner Tyler Rutkin, their vision is to focus on the evolution of the traditional entertainment model and bridge the gap between content owners and their fans via emerging technology and social platforms.