



NEWS RELEASE

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Brian Wong to Kenote Opening General Session at Second Annual BrandStorm™

WASHINGTON, D.C. (June 28, 2016) – Brian Wong, Co-founder and CEO of Kiip (pronounced "keep"), named one of the world's 50 Most Innovative Companies by *Fast Company*, will keynote the Opening General Session at the second annual *BrandStorm™* on Monday, November 14 in San Francisco, CA.

After skipping four K-12 grades, Wong received his Bachelor of Commerce from the University of British Columbia at age 18, and shortly after became one of the youngest people to ever receive venture capital funding. His company, Kiip, a category-creating mobile rewards network that leverages "moments of achievement" in games and apps to simultaneously benefit users, developers, and advertisers has raised \$15.4 million in funding to date, backed by Relay Ventures, Interpublic Group, Hummer Winblad, True Ventures, Digital Garage, Amex, and others.

"Brian Wong's innovative advertising technology is capturing consumer's attention in the moment," said Cindy Jewell, Vice President of Marketing at California Giant Berry Farms and Chair of United Fresh's Produce Marketing & Merchandising Council. "Today's consumer relies on their mobile devices more than ever. Rewarding their mobile use with brand advertising opportunities is creative, smart and exciting for fresh produce marketers!"

Wong has been recognized with many awards for his accomplishments and innovation, including *Business Insider's* 18 Most Important People in Mobile Advertising, Top 25 Under 25 in Silicon Valley, 30 Under 30 in Advertising; *Forbes'* 30 Under 30 in 2011, 2012, 2013 and 2014; *Mashable's* Top 5 Entrepreneurs to Watch; one of the *iMedia* 25 Internet Marketing Leaders and Innovators; one of *AdWeek's* Seven Would-be Mobile Titans; and the *AdAge* Creativity Top 50.

Before starting Kiip, Wong led key publisher and tech partnerships at the social news website Digg.com, where he accelerated the company's mobile presence by launching the Digg Android mobile app.

United Fresh members can attend *BrandStorm* for \$695 with discounts offered to marketing teams (from the same company) at the reduced rate of \$645 each when you register two or more colleagues. Non-members can attend for \$895. You can register here: www.unitedfresh.org/brandstorm For more information about *BrandStorm* education, registration or to sponsor at the event, contact [Mary Coppola](mailto:Mary.Coppola@unitedfresh.org), Senior Director, Marketing Communications at 202-303-3425.

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About United Fresh Produce Association

Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.