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FOR IMMEDIATE RELEASE

ALIV Introduces New App Features for Seamless Junkanoo Ticketing

The enhanced Events app marks another pivotal moment in the company's JCNP partnership

Nassau, The Bahamas (Dec. 4, 2023) – ALIV, the leader in Bahamian telecommunications solutions, proudly launches Junkanoo ticket sales through its ALIV Events app, which continues to make online Junkanoo ticket purchases more convenient. The announcement of the app's latest updates follow the highly-anticipated Nervous Saturday celebrations, marking another significant milestone in the company's multi-million dollar partnership with the Junkanoo Corporation of New Providence (JCNP).

"As ticket launches go live today, users will enjoy an improved ALIV Events app with thoughtful new features based on feedback from Junkanoo attendees last year," said Amber Carey, ALIV's VP of Marketing and Consumer Solutions. "We are dedicated to the continual innovation and improvement of ALIV products driven by customer feedback."

ALIV introduced improvements that promise a seamless ticketing experience for users throughout the entire process. Key app updates include a simplified login process that uses mobile phone numbers. Additionally, customers can now transfer the ticket they purchase, encouraging group coordination, flexibility and the accommodation for last-minute changes. ALIV also introduced web-based ticket purchases for customers who prefer tablet and computer purchasing.

"ALIV's partnership with the JCNP steps beyond a mere appreciation for our culture, but actively contributes to the positive development and preservation of our nation's treasures," said JCNP Chairman Dion Miller. "I am thankful for our relationship and hopeful that this collaborative effort with ALIV inspires other corporate entities to also play a vital role in the ongoing cultural development of our country."

ALIV successfully introduced mobile ticketing to enhance the overall Junkanoo experience. The multi-year partnership between ALIV and the JCNP also opens the avenue for Junkanoo to garner international recognition and exposure as the "Best Show on Earth". Beyond its support for Junkanoo, ALIV's cultural contribution extends to other initiatives.

As of December 4, Junkanoo enthusiasts can secure their tickets conveniently through the ALIV Events app, Events website and all ALIV retail locations.

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About ALIV

ALIV led the Bahamian cellular revolution when it entered the market in 2016. Today, ALIV is the only 100% Bahamian-owned telecommunications company. ALIV encourages Bahamians to believe in best by providing a next-generation LTE network that connects them when it matters most. As a true digital lifestyle partner, ALIV's groundbreaking pre- and post-paid consumer plans, exemplary customer care and meaningful community engagement introduce customers to a truly unprecedented experience.