



ASAP Brings its In-Arena Mobile Ordering to the NHL; New Partnership with Florida Panthers

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Expedited Service to Enhance Fans' Food & Beverage Experience

LAFAYETTE, La.--(BUSINESS WIRE)--Sep. 21, 2022-- [ASAP.com](https://www.asap.com), the on-demand delivery brand for Waitr Holdings Inc. (Nasdaq: WTRH), and the National Hockey League's Florida Panthers have announced a new partnership that offers hockey fans a new way to enjoy food and beverages during games. ASAP's proprietary ordering technology allows fans to skip the concession lines and order their arena favorites – including alcohol – right from their phones without missing any game action.

ASAP's mobile ordering agreement with the Florida Panthers is the first arena deal for the company with a National Hockey League team. [ASAP](https://www.asap.com) has stadium service with multiple NFL teams, including the New York Giants, the New York Jets and the New Orleans Saints. It has also secured exclusive mobile ordering partnerships with the University of Alabama and Louisiana State University.

Beginning this season at FLA Live Arena in Sunrise, Florida, fans can order food and beverages for pickup on the ASAP platform by simply scanning the QR codes in the concourse. In addition, ASAP platform brand ambassadors will be stationed throughout FLA Live Arena to boost overall fan experience and educate fans on mobile ordering.

"Following our debut in the National Football League, we're excited to bring the ASAP platform to a new venue – the Florida Panthers and the NHL," said Carl Grimstad, CEO and Chairman of the Board of ASAP, Inc. "With just a tap of your phone, you can expect a seamless mobile ordering experience and most important, you don't have to miss any action on the ice."

"We're thrilled to partner with mobile ordering best-in-class ASAP to provide fans with an easy and efficient food and beverage experience at FLA Live Arena," said Florida Panthers Chief Operating Officer Bryce Hollweg. "The ASAP platform will make it easy for fans and patrons to order from their seats, avoid concession lines and enhance the overall ordering experience at games and concerts."

Under the agreement, [ASAP.com](https://www.asap.com) will serve as the "Official Mobile Ordering Partner of the Florida Panthers". LED boards and other signage at FLA Live Arena will promote ASAP's mobile ordering at Panthers home games and other events. [ASAP.com](https://www.asap.com) will engage fans with unique promotions and giveaways throughout the NHL season, as well as in the local market.

The mobile ordering experience for Panthers games also serves as an introduction of the new ASAP brand name to the area. Local food delivery service Delivery Dudes a subsidiary of [ASAP.com](https://www.asap.com) and will soon officially switch its name to ASAP allowing fans to utilize the service at Panther games and at their home or office for delivery of food, grocery, convenience and other items. Delivery Dudes is well-known in the Broward and Palm Beach counties with long-standing relationships with local restaurants and customers. It's headquartered in Delray Beach only 30 minutes from FLA Live Area.

About ASAP

[ASAP.com](https://www.asap.com), the on-demand delivery brand for Waitr Holdings Inc., is an online ordering technology platform using the "deliver anything ASAP" model making it easy to order food, alcohol, convenience, grocery, flowers, auto parts and more at your fingertips and get them delivered ASAP. Its proprietary in-stadium mobile ordering technology now provides an enhanced fan experience at sports and entertainment venues, allowing fans to place orders from their favorite in-stadium concessions, directly from their seats. Additionally, the [ASAP.com](https://www.asap.com) platform facilitates access to third parties that provide payment processing solutions for restaurants and other merchants. It provides a convenient way to discover, order and receive a wide variety of on-demand products – ASAP. As of June 30, 2022, [ASAP.com](https://www.asap.com) operates in approximately 1,000 cities throughout the United States.

About the Florida Panthers

The NHL's Florida Panthers are entering their 29th season in the league, competing in the Atlantic Division of the Eastern Conference. The Florida Panthers won the Presidents Trophy in 2021-22, earning the most points during the regular season. Under General Manager Bill Zito, the Panthers have grown into a tenacious, dynamic and exciting team led by Team Captain Aleksander Barkov, stalwart defenseman Aaron Ekblad, two-time Vezina Trophy recipient Sergei Bobrovsky and a deep roster of proven and promising NHL talent. At home in Sunrise, Fla. at the FLA Live Arena, the Panthers are set to host the 2023 NHL All-Star Game.

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