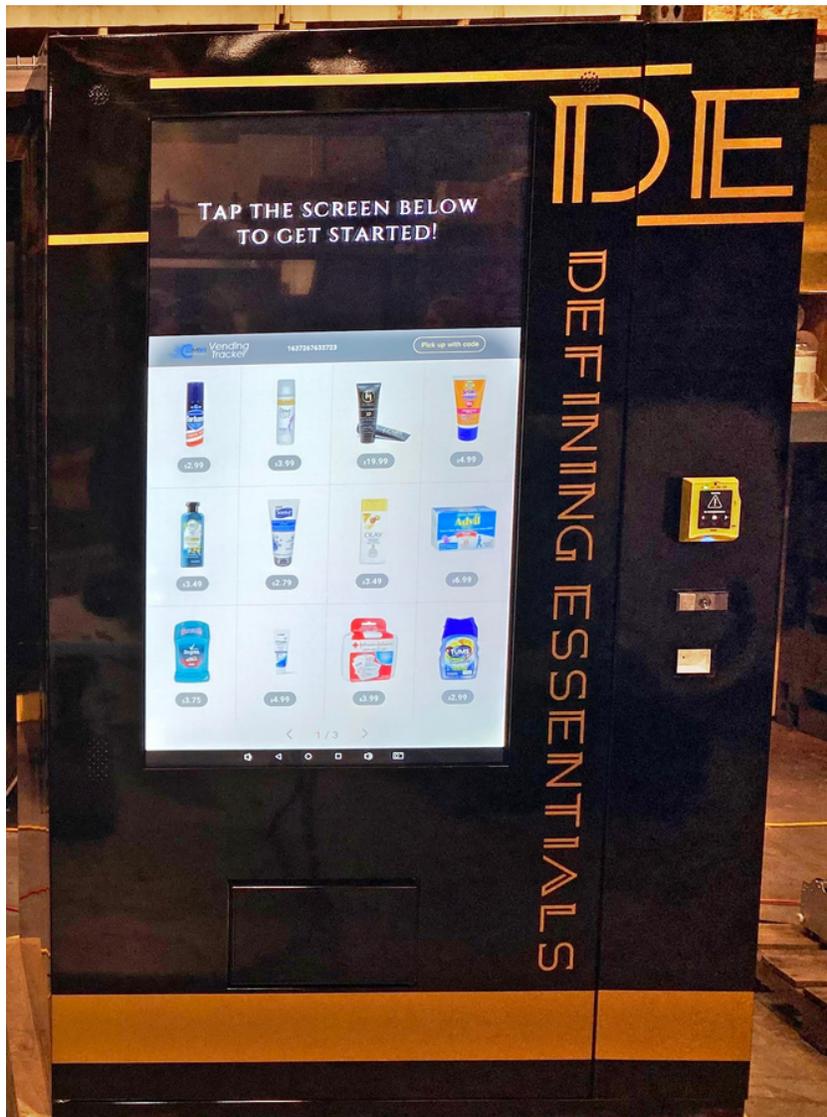


INTRODUCING

IDE

DEFINING ESSENTIALS



AUTOMATED RETAIL
MACHINES

Defining Enterprises, LLC Launches Automated Retail Machines at Akron-Canton Airport

Machines to Delight Travelers Beginning February 2022

FOR IMMEDIATE RELEASE

AKRON, OH, February 1, 2022 -- Northeast Ohio's premier company to bring automated retail machines to the area, Defining Enterprises, LLC, has launched its partnership with Akron-Canton Airport (CAK), to bring two Defining Essentials machines to the facility. These are the first automated retail vending units of their kind in the Akron-Canton Airport.

"Guided by CAK's ongoing commitment to enhancing the travel experience while supporting local business, this new amenity offers additional retail options requested by our guests," said Ren Camacho, CAK President and CEO. "We are also proud to onboard another local, minority-owned business partner as we strive to create more opportunities for meaningful economic growth within our community.

"We are pleased that Akron-Canton Airport jumped on the opportunity to become our first airport partner to host this concept, which adds a new element to their travelers' experience," said Celeste Brown, CEO and founder of Defining Enterprises, LLC.

Among other things, the Defining Essentials machines will sell hygiene, PPE, beauty accessories, and over-the-counter items for travelers. The machines will also include Defining Enterprises' own private label luxury 3D mink lash line, Y D Y Lashes.

Products will be retrieved by an elevator system, ensuring they are delivered to the traveler with care. A unique feature about the Defining Essentials machines is they serve as a space for digital advertising and commercials, giving businesses the ability to promote their brands to hundreds of thousands of passengers per year. The cashless machines take all forms of electronic payment and feature an HD digital touchscreen.

"The automated retail market is poised to grow by \$9B in the next four years," said Brown. "Along with that, under the current Covid travel environment, people want contactless convenience. I think this is a tremendous opportunity to grow and bring a new, modern customer experience and amenity to other airports, universities, and malls."

About Defining Enterprises, LLC

Established in 2020 in Akron, Ohio, Defining Enterprises, LLC is a multi-faceted, female, minority-owned enterprise. Defining Enterprises, LLC has established themselves in the automated retail vending industry (Defining Essentials) and features a private label luxury 3D mink lash line, Y D Y lashes. Defining Enterprises, LLC also provides commercial parking lot clean-up and snow removal services (Defining Lots). Keep up on all things Defining Enterprises at definingenterprises.com, [Facebook](#), and [Instagram](#).

About Akron-Canton Airport

The Akron-Canton Airport (CAK) connects travelers to the world through nonstop and easy, one-stop flights. As Northeast Ohio's preferred airport, CAK ensures the health and well-being of passengers while providing an easy, convenient airport experience. Keep up to date on all things CAK at akroncantonairport.com, [Facebook](#) or [Twitter](#).

As Ohio's first airport to receive accreditation under the Airports Council International (ACI) Airport Health Accreditation program, CAK has proven its commitment to customers by implementing cutting-edge practices and emerging technologies to ensure a clean environment for all at the airport. Learn more about CAK's health and safety procedures here [Akron-Canton Airport, "A Better Way To Go"](#).

FEATURES

DIGITAL HD TOUCHSCREEN



NAYAX CASHLESS PAYMENT (DEBIT, CREDIT, GOOGLE & APPLE PAY)



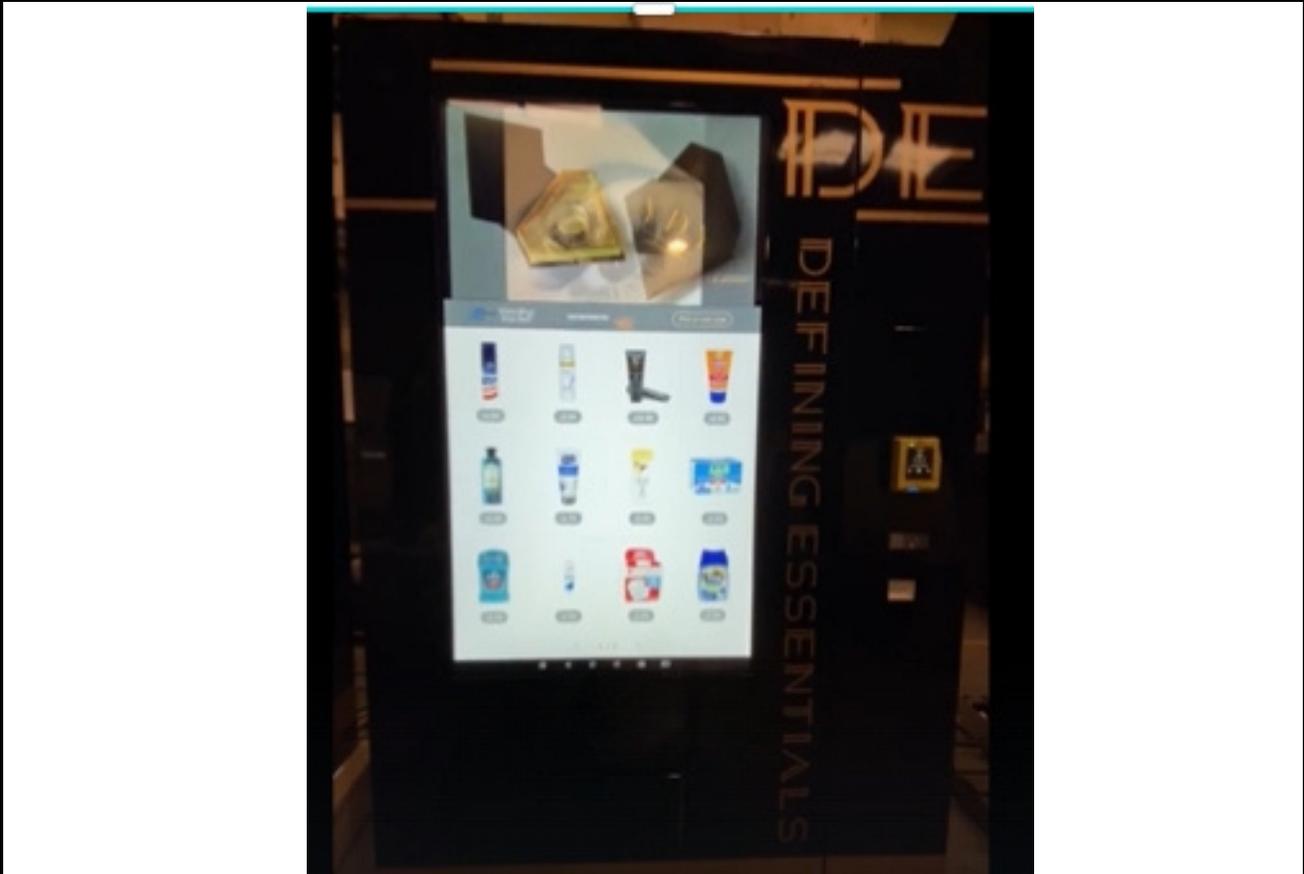
DIGITAL ADVERTISING SPACE FOR VARIOUS COMPANIES AND BUSINESSES



MOTORIZED ELEVATOR SYSTEM (FOR SAFE PRODUCT DELIVERY)



ENVISION YOUR AD ON DEFINING ESSENTIALS
AUTOMATED RETAIL MACHINES!



ADS WILL PLAY AS THE
PRODUCTS DISPLAY!
(VIDEO ON MP4 FILE)

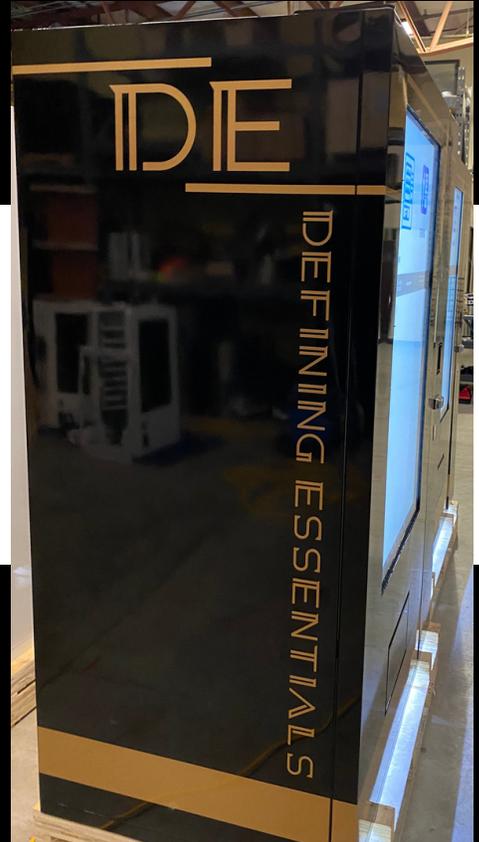
PHOTOS

FRONT VIEW:

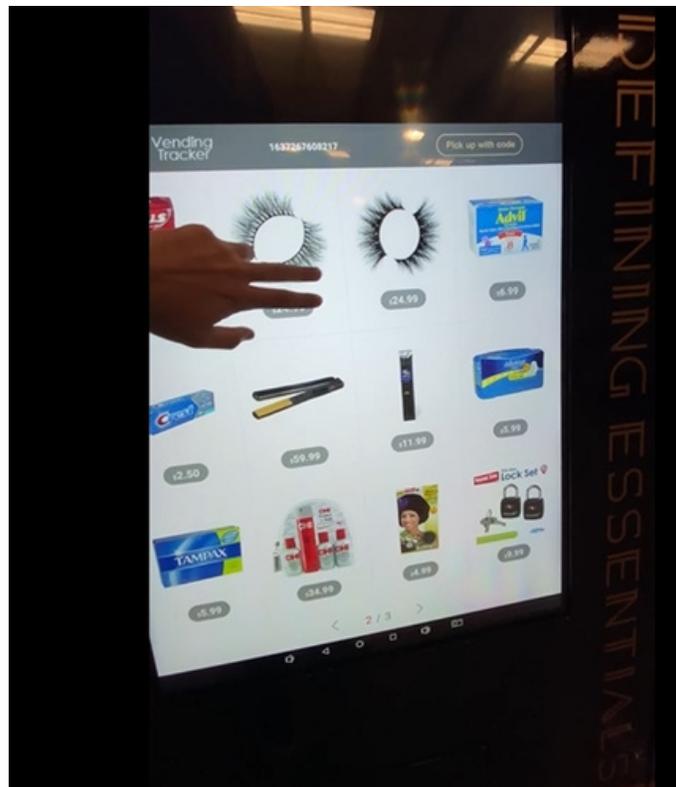


(ADVERTISE HERE!)

SIDE VIEW:



TOUCHSCREEN:



THE NEWEST DIGITAL ADVERTISING PLATFORM HAS
ARRIVED TO THE NORTHEAST OHIO AREA ON TWO
DEFINING ESSENTIALS AUTOMATED RETAIL
MACHINES, EXCLUSIVE TO THE AKRON-CANTON
AIRPORT!

PLACE YOUR ADS ON THE DEFINING ESSENTIAL
AUTOMATED RETAIL MACHINES, AND BE SEEN BY
HUNDREDS OF THOUSANDS OF TRAVELERS EACH
YEAR!

FOR MORE INFO, CONTACT:

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PH: 234-208-6555

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