



Yankee Candle® Scent Systems App Creator Rocket Farm Studios Awarded 2016 MITX IoT Award

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App for First-Ever Intelligent Scent Delivery System Receives Outstanding Achievement in Internet of Things Category

South Deerfield, Mass. (May 26, 2016) – The Yankee Candle® Scent Systems app creator, Rocket Farms Studios, was recognized yesterday at the 20th Annual MITX awards for the Most Innovative use of IoT (Internet of Things) category. The firm was acknowledged for bringing the breakthrough Scentelligent™ technology into a mobile app for managing experiential branding through the delivery of precise scent impressions using smart, connected devices. Presented by the [Massachusetts Innovation & Technology Exchange](#), the MITX awards recognize excellence in concepts and creations in marketing and technology produced or developed in New England.

“As part of the IoT revolution, our mobile app enables us to deliver a service that changes the future of scent marketing,” said Todd Becker, COO of Yankee Candle® Scent Systems. “Using smart, connected fragrance delivery systems, we are extending Yankee Candle’s leadership position in home fragrance to the rapidly growing commercial scent market.”

The MITX Award category for Best Use of IoT honors innovative companies deploying this disruptive technology to provide value to businesses. Scent Systems® by Yankee Candle uses a proprietary Scentelligent™ technology that takes advantage of the IoT movement bringing scent marketing into the 21st century. Using Rocket Farm Studios’ award-winning mobile app, commercial customers can consistently deliver precise, controlled scent impressions reflective of a distinct brand personality, all from the palm of their hand.

“It’s exciting to be recognized by MITX as one of the most innovative companies in New England,” said Rocket Farm Studios founder and CEO Dan Katcher. “I’m extremely proud of our team for the creativity, hard work and dedication they’ve displayed in building an app that is a real game-changer in the industry.”

“It was my honor to stand up on the stage and celebrate 20 years of MITX, and congratulate the companies and individuals that have been recognized – who are some of the most talented, creative and entrepreneurial individuals and organizations in the country,” said Amy Quigley, President of MITX. “I’m proud to be part of a community that is bursting with a curious intellect that drives innovation.”

The MITX Awards Ceremony was held last night, May 25th at the Westin Waterfront in Boston. Since 1996, the MITX Awards have grown to become the largest and most prestigious awards competition in the country, showcasing the best creative marketing and technological accomplishments emerging from New England. This year over 120 senior leaders from Boston businesses judged entries for the 33 MITX award categories.

To learn more about the scent system that makes experiential branding precise, monitored, and intelligent, visit www.vcscentssystem.com, or email scentsys@yankeecandle.com. To learn more about Yankee Candle, visit www.yankeecandle.com, the brand’s Instagram ([@TheYankeeCandle](#)) and Pinterest ([TheYankeeCandle](#)) pages, or join the conversation on Facebook at facebook.com/TheYankeeCandleCompany or on Twitter ([@theyankeecandle](#)).

About Scent Systems by Yankee Candle®

The Yankee Candle Company, Inc. is a leading designer, manufacturer, wholesaler and retailer of premium scented candles. *Scent Systems by Yankee Candle®* is the commercial scent division of Yankee Candle. Its Scentelligent™ technology, allows commercial customers to consistently reach their guests and customers with fragrance impressions that define their brand. The delivery systems connect to an integrated and remotely-managed global network, and to its customers through a smartphone app.

Yankee Candle has over a 40-year history of offering distinctive products and marketing them as affordable luxuries and consumable gifts. The company is a wholly owned subsidiary of Newell Brands and sells its products through a North American wholesale customer network of approximately 35,000 store locations, a growing base of more than 500 Company owned and operated retail stores, direct mail catalogs, and its Internet website www.yankeecandle.com. Outside of North America, the Company sells its products primarily through its subsidiary, Yankee Candle Company (Europe), Ltd., which has an international wholesale customer network.

About Newell Brands

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer’s®, Coleman®, Jostens®, Marmot®, Rawlings®, Irwin®, Lenox®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. Driven by a sharp focus on the consumer, leading investment in innovation and brands, and a performance-driven culture, Newell Brands helps consumers achieve more where they live, learn, work and play.

About Rocket Farm Studios

Rocket Farm Studios (www.rocketfarmstudios.com) is a premier mobile application developer known for transforming the most complex mobile challenges into robust, engaging and results-driving applications. Since 2008, the Company has become the go-to group for iOS and Android apps, and back-end architecture having launched numerous top-20 apps in multiple categories from start-ups to Fortune 500 corporations.

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