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Veritone Joins the Generative AI Center of Excellence for AWS Partners

As an AWS Partner, Veritone contributes its generative AI expertise and AI for Good principles to the program's mission

DENVER--(BUSINESS WIRE)-- Veritone, Inc. (NASDAQ: VERI), a leader in designing human-centered artificial intelligence (AI) solutions, today announced that it is a contributing company to the newly launched Generative AI Center of Excellence (CoE) for Amazon Web Services (AWS) Partners in the AWS Partner Network (APN). The Generative AI CoE for AWS Partners will empower AWS Partners with resources and tools to encourage responsible generative AI development, including education and training resources that bridge the potential of AI and the growing landscape of generative AI tools, applications and use cases that are positioned to improve customer experiences.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20231128351268/en/

Veritone is a contributing company to the newly launched Generative AI Center of Excellence (CoE) for Amazon Web Services Partners in the AWS Partner Network. As an AWS partner, Veritone contributes its generative AI expertise and AI for Good principles to the program's mission. (Graphic: Business Wire)

With almost a decade of experience delivering generative AI technology solutions designed to advance human potential, Veritone will contribute its expertise to support the growing landscape of generative AI tools, applications and use cases. Veritone's solutions, which help some of the world's most recognizable brands create efficiencies, accelerate decision making and increase profitability, are purpose-built on principles, including fairness, privacy and safety to ensure its technology is transparent, trustworthy, secure, compliant and equitable.

"Since 2014, responsible AI has been at the core of everything we do at Veritone. We are championing a world where humans can level up their capabilities with AI with the promise that our technology adheres to our AI for Good principles," said Ryan Steelberg, CEO and President, Veritone. "The Generative AI CoE for AWS Partners spotlights how Veritone leverages responsible AI design in every facet of our work, which we believe will benefit the organizations who will turn to the Generative AI CoE for AWS Partners for examples of how to apply AI for Good best practices as they embark on their own AI journeys. We applaud AWS for creating a community innovation hub to help propel generative AI-driven solutions forward."

The Generative AI Center of Excellence for AWS Partners serves as both a resource and engaging community hub where partners can leverage data-driven insights and tools to support customer adoption journeys through guidance, learning pathways, solution roadmaps, customer engagement frameworks and interactive curricula. With nearly a

decade of experience developing AI solutions for the public sector, human resources and media and entertainment industries, Veritone provides a unique perspective and approach on how to incorporate responsible AI design into generative AI solutions.

Learn more about some of Veritone's AI for Good contributions, here, and more about Veritone's key principles for responsible AI in this video here.

For more information about Veritone Generative AI solutions, please visit www.veritone.com.

About Veritone

Veritone (NASDAQ: VERI) designs human-centered AI solutions. Serving customers in the talent acquisition, media, entertainment and public sector industries, Veritone's software and services empower individuals at the world's largest and most recognizable brands to run more efficiently, accelerate decision making and increase profitability. Veritone's leading enterprise AI platform, aiWARE™, orchestrates an ever-growing ecosystem of machine learning models, transforming data sources into actionable intelligence. By blending human expertise with AI technology, Veritone advances human potential to help organizations solve problems and achieve more than ever before, enhancing lives everywhere.

To learn more, visit Veritone.com.

Safe Harbor Statement

This news release contains forward-looking statements. Without limiting the generality of the foregoing, words such as "may," "will," "expect," "believe," "anticipate," "intend," "could," "estimate" or "continue" or the negative or other variations thereof or comparable terminology are intended to identify forward-looking statements. In addition, any statements that refer to expectations, projections or other characterizations of future events or circumstances are forward-looking statements. Assumptions relating to the foregoing involve judgments and risks with respect to various matters which are difficult or impossible to predict accurately and many of which are beyond the control of Veritone. Certain of such judgments and risks are discussed in Veritone's SEC filings. Although Veritone believes that the assumptions underlying the forward-looking statements are reasonable, any of the assumptions could prove inaccurate and, therefore, there can be no assurance that the results contemplated in forward-looking statements will be realized. In light of the significant uncertainties inherent in the forward-looking information included herein, the inclusion of such information should not be regarded as a representation by Veritone or any other person that their objectives or plans will be achieved. Veritone undertakes no obligation to revise the forward-looking statements contained herein to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

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Valerie Christopherson or Lora Metzner
Global Results Comms (GRC)
+1 949 608 0276
Veritone@globalresultspr.com

Sarah Rich
Veritone
srich@veritone.com

Source: Veritone, Inc.