

March 1, 2023



Direct Digital Holdings to Participate in 35th Annual Roth Conference

HOUSTON, March 1, 2023 /PRNewswire/ -- Direct Digital Holdings, Inc. (Nasdaq: DRCT) ("Direct Digital Holdings" or the "Company"), a leading advertising and marketing technology platform operating through its companies Colossus Media, LLC ("Colossus SSP"), Huddled Masses LLC ("Huddled Masses") and Orange142, LLC ("Orange142"), today announced that the Company will be participating in the 35th Annual Roth Conference scheduled for March 12-14, 2023 at The Ritz Carlton, Laguna Niguel in Dana Point, California.

Mark D. Walker, Chairman & Chief Executive Officer of Direct Digital Holdings, Keith Smith, President of Direct Digital Holdings, and Susan Echard, Chief Financial Officer of Direct Digital Holdings, will be attending on behalf of the Company and available for meetings during the conference.

Mark D. Walker will participate in a fireside chat with Darren Aftahi, Managing Director and Senior Research Analyst, at 12:30 PM-12:55 PM PT on Tuesday, March 14, 2023.

Keith Smith will participate on an IPO Readiness panel discussion hosted by James O'Grady, Partner, Lowenstein Sandler LLP, at 10:00 AM-10:55 AM PT on Tuesday, March 14, 2023.

For more information, or to schedule a meeting with management, please reach out to your Roth MKM representative.

About Direct Digital Holdings

Direct Digital Holdings (Nasdaq: DRCT), owner of operating companies Colossus SSP, Huddled Masses, and Orange 142, brings state-of-the-art sell- and buy-side advertising platforms together under one umbrella company. Direct Digital Holdings' sell-side platform, Colossus SSP, offers advertisers of all sizes extensive reach within general market and multicultural media properties. The company's subsidiaries Huddled Masses and Orange142 deliver significant ROI for middle market advertisers by providing data-optimized programmatic solutions at scale for businesses in sectors that range from energy to healthcare to travel to financial services. Direct Digital Holdings' sell- and buy-side solutions manage approximately 90,000 clients monthly, generating over 100 billion impressions per month across display, video, CTV, in-app and other media channels. Direct Digital Holdings is the ninth black-owned company to go public in the U.S and was named a top minority-owned business by The Houston Business Journal.



ORANGE 142® | Colossus SSP® | Huddled Masses

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