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Datavault ai

NFL Alumni Health Selects Datavault AI to Amplify DEA’s "One Pill Can Kill" Campaign Using ADIO Tones at Super Bowl LIX

- ADIO Tones to Deliver Geo-Targeted PSAs and Promote Community Engagement -

- NFL Alumni Association Repeat Usage of ADIO Tones Validates Datavault AI for PSAs-

NEW YORK--(BUSINESS WIRE)-- WiSA Technologies, Inc. (NASDAQ: WISA), to soon be doing business as Datavault® AI, has partnered again with NFL Alumni Association. In this program, NFL Alumni Health teamed with the U.S. Drug Enforcement Administration (DEA) to utilize ADIO® tones to deliver real-time, geo-targeted public safety announcements (PSAs) at multiple events during Super Bowl LIX week. The initiative launched on February 4th at Tulane University’s Celia Scott Weatherhead School of Public Health and Tropical Medicine in New Orleans, LA.

“Leveraging the substantial public attention to the Super Bowl, NFL Alumni Health teamed up with the DEA to augment the ‘One Pill Can Kill’ messaging campaign to thwart the fentanyl epidemic,” stated Billy Davis, a two-time Super Bowl champion with the Dallas Cowboys and Baltimore Ravens and a co-director to the NFL Alumni Health, which is sponsoring the ‘Huddle For Health’ Symposium. For more information on the campaign, visit dea.gov/onepill.

ADIO® tones were successfully deployed at the Huddle for Health Symposium, an initiative powered by NFL Alumni Health, providing a scalable and effective solution for real-time communication throughout the event. ADIO® tones seamlessly interfaced with attendees, ensuring dynamic engagement while delivering critical health and wellness messaging, event updates, and ‘One Pill Can Kill’ related information. The technology enhanced audience interactions by dynamically adjusting the timing, frequency, and relevance of the material, ensuring attendees remained engaged, informed, and responsive to the Symposium’s messaging.

This deployment at NFL Alumni Health’s event reinforced the potential of ADIO® tones in health-focused initiatives, demonstrating how ADIO’s sound technology can create meaningful, real-time connections between audiences and vital health education.

ADIO® tones will continue to be integrated into broadcasts, live events and digital signage at key Super Bowl venues and community locations, ensuring attendees receive direct-to-device official DEA ‘One Pill Can Kill’- related educational alerts and educational resources about the dangers of fentanyl-laced counterfeit pills.

Billy Davis continued, “As a nonprofit dedicated to promoting the health and well-being of

NFL alumni and their communities, we recognized the importance of teaming up with the DEA and Datavault AI to deliver this critical, life-saving message. The technology enhances audience engagement by ensuring PSAs reach people in real time, seamlessly integrating with existing event sound systems to maximize impact and awareness. This collaboration allows us to amplify essential health and safety messages in a way that is both immediate and highly effective, reinforcing our commitment to supporting the well-being of our alumni and the broader community."

"ADIO® tones bridge the gap between awareness and action. By integrating alerts into existing audio environments, we can ensure life-saving information is disseminated effortlessly," said **Nathaniel Bradley, CEO of Datavault AI**. *"We are honored to support the NFL Alumni Association and the DEA with PSAs in a way that transforms public health messaging."*

About WiSA Technologies, Inc. (Soon to be doing business as Datavault AI)

WiSA Technologies (Nasdaq: WISA), soon to be Datavault AI, is leading the way in visualization, valuation, and monetization of assets in the Web 3.0 environment. Leveraging Data Sciences and Acoustic Sciences, the cloud-based platform provides comprehensive solutions serving multiple industries, including HPC software licensing for sports & entertainment, events & venues, biotech, education, fintech, real estate, healthcare, energy and more. The Information Data Exchange® (IDE) enables Digital Twins, licensing of name, image, and likeness (NIL) by securely attaching physical real-world objects to immutable metadata or blockchain objects, fostering responsible AI with integrity. The company's solutions ensure privacy and credential protection. They are completely customizable and offer AI and ML automation, third-party integration, detailed analytics and data, marketing automation and advertising monitoring. The company is headquartered in Beaverton, OR. Learn more about Datavault AI at www.datavaultsite.com.

About NFL Alumni Health

NFL Alumni Health is a nonprofit organization dedicated to improving the health and wellness of former professional football players, their families and the communities they serve. Through advocacy, education and partnerships with leading healthcare organizations, NFL Alumni Health addresses critical public health issues and promotes innovative solutions that enhance well-being. By leveraging the influence of NFL legends, the organization fosters impactful community engagement initiatives, including health screenings, educational symposiums and national awareness campaigns. For more information, visit nflalumnihealth.org.

About the Drug Enforcement Administration (DEA)

The Drug Enforcement Administration (DEA) is a United States federal law enforcement agency under the Department of Justice responsible for combating drug trafficking and distribution within the U.S. The DEA leads initiatives like the "One Pill Can Kill" campaign to educate the public on the dangers of counterfeit prescription medications, particularly those laced with fentanyl. The agency collaborates with government and nonprofit organizations to raise awareness, prevent drug-related fatalities and support addiction recovery resources nationwide. For more information on the "One Pill Can Kill" campaign, visit dea.gov/onepill.

Cautionary Note Regarding Forward-Looking Statements

This press release of WiSA Technologies contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended (the "Securities Act"), and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements, include, among others, the Company's expectations with respect to the completed asset purchase (the "Asset Purchase"), including statements regarding the benefits of the Asset Purchase, the implied valuation of the Company, the products offered by the Company and the markets in which it operates, and the Company's projected future results and market opportunities, as well as information with respect to WiSA's future operating results and business strategy. Readers are cautioned not to place undue reliance on these forward-looking statements. Actual results may differ materially from those indicated by these forward-looking statements as a result of a variety of factors, including, but not limited to: (i) risks and uncertainties impacting WiSA's business including, risks related to its current liquidity position and the need to obtain additional financing to support ongoing operations, WiSA's ability to continue as a going concern, WiSA's ability to maintain the listing of its common stock on Nasdaq, WiSA's ability to predict the timing of design wins entering production and the potential future revenue associated with design wins, WiSA's ability to predict its rate of growth, WiSA's ability to predict customer demand for existing and future products and to secure adequate manufacturing capacity, consumer demand conditions affecting WiSA's customers' end markets, WiSA's ability to hire, retain and motivate employees, the effects of competition on WiSA's business, including price competition, technological, regulatory and legal developments, developments in the economy and financial markets, and potential harm caused by software defects, computer viruses and development delays, (ii) , risks related to WiSA's ability to realize some or all of the anticipated benefits from the Asset Purchase, any risks that may adversely affect the business, financial condition and results of operations of WiSA after the completion of the Asset Purchase, including but not limited to cybersecurity risks, the potential for AI design and usage errors, risks related to regulatory compliance and costs, potential harm caused by data privacy breaches, digital business interruption and geopolitical risks, and (iii) other risks as set forth from time to time in WiSA's filings with the U.S. Securities and Exchange Commission. The information in this press release is as of the date hereof and the Company undertakes no obligation to update such information unless required to do so by law. The reader is cautioned not to place under reliance on forward looking statements. The Company does not give any assurance that the Company will achieve its expectations.

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