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Direct Digital Holdings to Participate in Noble Capital Markets' Twentieth Annual Emerging Growth Equity Conference

HOUSTON, Nov. 25, 2024 /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") and Orange 142, LLC ("Orange 142"), today announced that Keith Smith, Co-Founder and President, and Diana Diaz, Chief Financial Officer, will attend NobleCon20 - Noble Capital Markets' Twentieth Annual Emerging Growth Equity Conference at Florida Atlantic University, Executive Education Complex, in Boca Raton, FL, on Tuesday, December 3, 2024 and Wednesday, December 4, 2024.

Management will be available for 1x1 meetings throughout the conference. For more information, or to schedule a meeting with management, please reach out to your Noble 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 Orange 142 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 generate billions of impressions per month across display, CTV, in-app and other media channels.

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 **Colossus SSP®**  **Orange 142®**

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