

Datavault AI Signs Letter of Intent to Acquire NYIAX, Expanding Patented Information Data Exchange and Commercial Footprint

Acquisition Will Position Datavault AI as a Leader in Privacy-First Data Monetization and Ultrasonic Advertising, with Anticipated Launches of Key Exchanges on Horizon

BEAVERTON, Ore., Oct. 13, 2025 (GLOBE NEWSWIRE) -- via IBN – Datavault AI Inc. (Nasdaq: DVLT), a pioneer in AI-driven data valuation, monetization, and acoustic technologies, today announced the signing of a letter of intent (LOI) to acquire NYIAX Inc., a technology and services company with operations in the U.S., Europe, and Dubai. The transaction, subject to Nasdaq approval and entering into a definitive agreement with customary closing conditions, will bring NYIAX's blockchain-powered exchange, patent portfolio, **marketing-as-a-service agency**, and advertising business unit under the **Datavault AI umbrella**.

This strategic acquisition will build on Datavault AI's prior licensing agreement with NYIAX for the Company's patented ADIO® ultrasonic technology, now bringing NYIAX fully into the Datavault AI ecosystem. The integration enhances Datavault AI's patented Information Data Exchange® (IDE) by adding transparent, automated trading capabilities across asset classes. Upcoming launches are expected to include the **International Elements Exchange (IEE)**, **International NIL Exchange**, and **American Political Exchange (APE)**, each set to debut over the next two quarters. These platforms will enable secure, real-time trading of data assets, NIL rights, and political information -- all underpinned by AI analytics and blockchain security.

NYIAX delivers a proprietary trading platform built on intellectual property jointly owned with Nasdaq and powered by blockchain. This platform merges the rigor of financial market infrastructure with the evolving needs of modern industries. In addition to its marketplace leadership in the advertising industry, NYIAX's technology and IP are portable across asset classes — including fintech, healthcare, retail, and entertainment — extending reach into industries undergoing significant transformation and requiring advanced trading capabilities.

Empowering a New Era of Data-Driven Innovation

"This acquisition will mark a transformative milestone for Datavault AI, uniting our AI expertise with NYIAX's proven exchange technology to create unparalleled value in data monetization," said **Nathaniel Bradley, CEO of Datavault AI**. "By bringing NYIAX under our brand, we're not just expanding our technology suite — we're accelerating the launch of groundbreaking exchanges that will redefine how industries handle data with integrity,

privacy, and efficiency. The combined company is poised to lead in Web 3.0 solutions across sports, entertainment, fintech, and beyond.”

The integration will leverage Datavault AI’s ADIO® technology — already licensed to NYIAX — for ultrasonic advertising that embeds inaudible data in audio streams, reaching audiences in venues, broadcasts, and retail environments without compromising privacy. Paired with NYIAX’s exchange, this creates a seamless marketplace for trading ultrasonic ad inventory alongside traditional media contracts, supported by Datavault AI’s AI-driven tools — **DataScore®**, **DataValue®**, and **DataBank®** — for real-time valuation and liquidity.

“Joining Datavault AI marks the beginning of a new era for NYIAX,” said **Teri Gallo, CEO of NYIAX**. “Together, we’re redefining how markets operate — combining financial-market rigor with innovative, privacy-first technologies to unlock new opportunities for partners worldwide in advertising and beyond.”

The transaction is expected to close in Q1 2026, pending regulatory and Datavault AI stockholder approvals, positioning the combined company to capitalize on rising demand for secure, AI-enhanced data ecosystems. For more information, visit www.dvlt.ai.

About DatavaultAI

Datavault AI (Nasdaq: DVLТ) is a leader in AI-driven data valuation, monetization, and acoustic technologies. Its patented **Information Data Exchange® (IDE)** enables secure, privacy-first trading of data assets across industries. Datavault AI’s solutions — including **ADIO® ultrasonic advertising**, **DataScore®**, **DataValue®**, and **DataBank®** — empower businesses to unlock new value from data with financial-grade security and real-time intelligence. Learn more at www.dvlt.ai.

About NYIAX

NYIAX delivers a proprietary trading platform built on intellectual property jointly owned with Nasdaq and powered by blockchain. Purpose-built to bring financial-market standards to advertising, the platform enables transparent, automated trading of future media and data contracts. Beyond advertising, NYIAX’s patented technology is designed to extend across asset classes and sectors — including fintech, healthcare, retail, and entertainment — driving efficiency, trust, and growth in global markets. For more information, visit: <https://www.nyiax.com/>

Cautionary Note Regarding Forward-Looking Statements

This press release contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, as amended, and other securities laws. Words such as “expect,” “will,” “anticipates,” “continues” and variations of such words and similar future or conditional expressions are intended to identify forward-looking statements. Such forward-looking statements, including statements herein regarding our business opportunities and prospects, strategy, future revenue expectations, future acquisition strategy and timelines, licensing and data exchange initiatives, and planned changes to the advisory boards and board of directors, patent initiatives, patent infringement and patent defense strategies as well as the successful implementation of the patented technologies, are necessarily based upon estimates and assumptions that, while considered reasonable by us and our management, are inherently uncertain. 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 various risks and

uncertainties including, but not limited to, the following: our ability to enter into definitive documentation with respect to the transaction referred to in this press release; our ability to satisfy the closing conditions with respect thereto and close the transaction on the anticipated timeline or at all; risks regarding our ability to realize the anticipated benefits from such transaction; risks regarding our ability to utilize the assets we have acquired to successfully grow our market share; risks regarding our ability to open up new revenue streams ; receipt of regulatory approval for the data exchanges mentioned in this press release and other risks with respect to our ability to implement such exchanges; our current liquidity position and the need to obtain additional financing to support ongoing operations; risks regarding our ability to monetize the bitcoin that we have acquired and close the final tranche of our previously disclosed bitcoin investment; general market, economic and other conditions; our ability to continue as a going concern; our ability to maintain the listing of our common stock on Nasdaq; our ability to manage costs and execute on our operational and budget plans; our ability to achieve our financial goals; the degree to which our licensees implement our technologies into their products, if at all; the timeline to any such implementation; risks related to technology innovation and intellectual property, and other risks as more fully described in our filings with the U.S. Securities and Exchange Commission. The information in this press release is provided only as of the date of this press release, and we undertake no obligation to update any forward-looking statements contained in this communication based on new information, future events, or otherwise, except as required by law.

Additional Information and Where to Find It

In connection with the proposed Asset Purchase, Datavault intends to file with the SEC a definitive proxy statement. The definitive proxy statement for Datavault (if and when available) will be mailed to stockholders of Datavault. **DATAVULT STOCKHOLDERS ARE URGED TO READ THE PROXY STATEMENT AND OTHER DOCUMENTS THAT MAY BE FILED WITH THE SEC CAREFULLY AND IN THEIR ENTIRETY IF AND WHEN THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION ABOUT THE PROPOSED ASSET PURCHASE.**

Datavault stockholders will be able to obtain free copies of these documents (if and when available) and other documents containing important information about Datavault and NYIAX, once such documents are filed with the SEC, through the website maintained by the SEC at <http://www.sec.gov>. Copies of the documents filed with the SEC will also be made available free of charge by contacting Datavault using the contact information below.

Participants in the Solicitation

Datavault and its directors, executive officers and other members of its management and employees may be deemed to be participants in the solicitation of proxies from Datavault's stockholders in connection with the Asset Purchase. Stockholders are urged to carefully read the proxy statement regarding the Asset Purchase when it becomes available, because it will contain important information. Information regarding the persons who may, under the rules of the SEC, be deemed participants in the solicitation of Datavault's stockholders in connection with the Asset Purchase will be set forth in the proxy statement when it is filed with the SEC. Information about Datavault's executive officers and directors will be set forth in the proxy statement relating to the Asset Purchase when it becomes available. You can obtain free copies of these and other documents containing relevant information at the

SEC's web site at www.sec.gov or by directing a request to the address or phone number set forth below.

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