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AiAdvertising Signs Multi-Million Dollar Agreement with Fintech Unicorn to Empower its Upcoming Launch

Agreement Represents Next-Generation AdTech Company's Largest Contract to Date

SAN ANTONIO, Texas--(BUSINESS WIRE)-- [AiAdvertising, Inc.](#) (OTC: AIAD), a next-generation AdTech company focused on harnessing the power of artificial intelligence (AI) and machine learning (ML) to build software for today's marketing leaders, today announced it has signed a multi-million dollar agreement with a fintech unicorn. Through the collaboration, AiAdvertising will implement its Campaign Performance Platform (CPP) to empower the fintech's upcoming launch.

AiAdvertising's CPP is the industry's first cloud-hosted subscription-based Ad Management solution that enables brands and agencies to easily plan, create, predict, execute, scale, and measure digital advertising campaigns. It is an end-to-end, comprehensive solution.

"Today's announcement is especially noteworthy because this win represents our largest contract to date," said Jerry Hug, CEO of AiAdvertising. "This is the ideal opportunity for us to showcase the efficiencies of our platform to direct-to-consumer brands that are looking to deploy large budgets at scale without having to add headcount. We look forward to working closely with the fintech's team as they bring their financial service products to the market."

The partnership will demonstrate how brands can easily leverage AiAdvertising's CPP to eliminate the need for multiple vendors and consolidate their need for audience targeting, creative automation, campaign activation, and real-time performance metrics into one single point of truth.

"Our goal is to become the 'must have' solution for today's CMOs and marketing leaders as they look to successfully build their brands," added Hug.

About AiAdvertising

AiAdvertising, Inc. (OTC: AIAD) is a next-generation AdTech company that is harnessing the power of artificial intelligence (AI) and machine learning (ML) to build software for today's marketing leaders. We are focused on eliminating waste and maximizing the return on digital ad spend.

Our flagship product, the Campaign Performance Platform, is a subscription-based, end-to-end Ad Management solution. The platform empowers brands and agencies to easily target, predict, create, scale, and measure hyper-personalized campaigns.

For more information about the Company, please visit www.AiAdvertising.com or our [LinkedIn](#) or [Twitter](#) pages.

Forward-Looking Statements

This press release may contain “forward-looking statements.” Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements are included in our filings with the Securities and Exchange Commission, including the “Risk Factors” section of our annual report on Form 10-K for the year ended December 31, 2020. Any forward-looking statement made by us in this release is based only on information currently available to us and speaks only as of the date on which it is made. We undertake no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise, except as may be required under applicable law.

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