NEWS RELEASE

Zeta Announces Launch of its Initial Public Offering

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NEW YORK, June 1, 2021 /PRNewswire/ -- Zeta, a leading cloud-based marketing technology company that empowers enterprises to acquire, grow and retain customers, announced today the launch of its initial public offering of 22,727,272 shares of its Class A common stock comprised of 15,617,272 shares of Class A common stock offered by Zeta and 7,110,000 shares of Class A common stock offered by the selling stockholders. In addition, the underwriters have a 30-day option to purchase up to an additional 3,409,091 shares of Class A common stock from our selling shareholders at the initial public offering price, less underwriting discounts and commissions. The initial public offering price is expected to be between $10.00 and $12.00 per share. The company has applied to list its Class A common stock on New York Stock Exchange under the ticker symbol "ZETA."

Morgan Stanley, BofA Securities, Credit Suisse and Barclays will act as joint lead book-running managers for the offering. William Blair, Needham & Company, Oppenheimer & Co., Canaccord Genuity and Roth Capital Partners will also be co-managers.

The proposed offering will be made only by means of a prospectus. When available, copies of the preliminary prospectus relating to the proposed initial public offering may be obtained from Morgan Stanley & Co. LLC, Attention: Prospectus Department, 180 Varick Street, 2nd Floor, New York, NY 10014; BofA Securities, Attention: Prospectus Department, NC1-004-03-43, 200 North College Street, 3rd Floor, Charlotte, NC 28255-0001, by email at **dg.prospectus_requests@bofa.com**; Credit Suisse Securities (USA) LLC, Attention: Prospectus Department, 6933 Louis Stephens Drive, Morrisville, NC 27560, by telephone at (800) 221-1037 or by email at **usa.prospectus@credit-suisse.com**; and Barclays Capital Inc., Attention: Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, NY 11717, by telephone at (888) 603-5847 or by email at **www.zetaglobal.com.**

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