



## NEWS RELEASE

# Zeta Global Announces Exclusive Programming at CES 2026, Exploring the Future of AI-Powered Marketing and Evolution of Athena by Zeta™

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Dan Ives, Chairman of Eightco to join Zeta's Co-founder, Chairman and CEO, David A. Steinberg, to discuss the future of artificial intelligence and Athena

LAS VEGAS--(BUSINESS WIRE)-- **Zeta Global** (NYSE: ZETA), the AI Marketing Cloud, today announced its presence at CES 2026, including an exclusive happy hour and fireside chat at Zeta's Athena suite. Renowned tech analyst, media personality, and Chairman of Eightco, Dan Ives, will join Zeta's Co-founder, Chairman, and CEO David A. Steinberg for a conversation on the future of Athena and AI-powered marketing.

On Tuesday, January 6th, from 4:00 to 5:30 PM PT, guests will gather in Zeta's Athena suite at the ARIA Resort & Casino where Dan Ives will lead a dynamic fireside chat with David Steinberg about **Athena by Zeta™**, the conversational, superintelligent agent built for enterprise marketing. The discussion will cover the trends shaping the next era of marketing technology as well as how Athena's conversational intelligence is removing friction between humans and AI and redefining the marketer's relationship with technology, resulting in a higher return on investment. The session will be posted to Ives's X the morning following the event.

"The pace of AI innovation is accelerating faster than anything we've seen in the marketing industry, and we strongly believe that Athena sits at the center of that transformation," said Steinberg. "I'm looking forward to joining Dan Ives, a respected technology, stock market expert, and Chairman of Eightco, at CES to discuss where the industry is headed next and how Athena is redefining what's possible for the future of marketing."

“As Chairman of Eightco, our mission is clear: put trust at the center of enterprise AI,” said Ives. “I’m fired up to join Zeta and David at CES to dig into how AI-powered platforms can deliver real business outcomes and build stronger customer relationships in an increasingly automated world.”

## Zeta at CES

Zeta, an official CES sponsor, will also spotlight Athena at its Athena suite at CES 2026 throughout the week, hosting daily demos and client engagements.

Steinberg will also join the CES C Space for an interview on Tuesday, January 6 at 2:45 PM PT with James Kotecki, the executive talk show host known for connecting technology leaders through compelling conversations. This interview will be live streamed on CES YouTube, X, LinkedIn, and Facebook channels, and posted on CES.tech and YouTube.

Additional highlights include Steinberg’s speaking session at ADWEEK House on Wednesday, January 7 at 12:30-12:50 PM PT which will explore the evolving AI-enabled marketing landscape with an exclusive demo of Athena by Zeta.

The Zeta CES experience concludes with a wellness-themed send-off on January 8 in the Zeta suite.

For more information about Zeta at CES and to register for the fireside chat, visit **our site**.

## About Zeta Global

Zeta Global (NYSE: ZETA) is the AI Marketing Cloud that leverages advanced artificial intelligence (AI) and trillions of consumer signals to make it easier for marketers to acquire, grow, and retain customers more efficiently. Through the Zeta Marketing Platform (ZMP), our vision is to make sophisticated marketing simple by unifying identity, intelligence, and omnichannel activation into a single platform – powered by one of the industry’s largest proprietary databases and AI. Our enterprise customers across multiple verticals are empowered to personalize experiences with consumers at an individual level across every channel, delivering better results for marketing programs. Zeta was founded in 2007 by David A. Steinberg and John Sculley and is headquartered in New York City with offices around the world. To learn more, go to **[www.zetaglobal.com](http://www.zetaglobal.com)**.

## About Eightco Holdings Inc.

Eightco Holdings Inc. (NASDAQ: ORBS) is building the authentication and trust layer for the post-AGI world. Its mission centers on strategic pillars including consumer authentication, enterprise authentication, and gaming authentication. Through its pioneering digital asset strategies, including the first-of-its-kind Worldcoin treasury, and partnerships with leading technology innovators, Eightco is establishing a universal foundation for digital identity and Proof of Human (PoH) verification. Dan Ives serves as Chairman of Eightco, where he leads the company’s

mission to build the global authentication and trust layer in an AI world.

## Forward-Looking Statements

This press release, together with other statements and information publicly disseminated by the Company, contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The Company intends such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995 and includes this statement for purposes of complying with these safe harbor provisions. Any statements made in this press release that are not statements of historical fact are forward-looking statements and should be evaluated as such. Forward-looking statements include information concerning our anticipated future financial performance, our market opportunities and our expectations regarding our business plan and strategies. These statements often include words such as “anticipate,” “believe,” “could,” “estimates,” “expect,” “forecast,” “guidance,” “intend,” “may,” “outlook,” “plan,” “projects,” “should,” “suggests,” “targets,” “will,” “would” and other similar expressions. We base these forward-looking statements on our current expectations, plans and assumptions that we have made in light of our experience in the industry, as well as our perceptions of historical trends, current conditions, expected future developments and other factors we believe are appropriate under the circumstances at such time. Although we believe that these forward-looking statements are based on reasonable assumptions at the time they are made, you should be aware that many factors could affect our business, results of operations and financial condition and could cause actual results to differ materially from those expressed in the forward-looking statements. These statements are not guarantees of future performance or results.

The forward-looking statements are subject to and involve risks, uncertainties and assumptions, and you should not place undue reliance on these forward-looking statements. These cautionary statements should not be construed by you to be exhaustive and the forward-looking statements are made only as of the date of this press release. We undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law. If we update one or more forward-looking statements, no inference should be drawn that we will make additional updates with respect to those or other forward-looking statements.

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