NEWS RELEASE

Zeta Global Announces Kevin Hart as First Keynote for Sixth Annual Zeta Live Conference

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The epicenter for the AI marketing era returns on October 8, 2026, convening marketing, AI, and technology leaders for its most ambitious event yet

NEW YORK--(BUSINESS WIRE)-- Zeta Global (NYSE: ZETA), the AI Marketing Cloud, today announced that Zeta Live 2026 will take place on Thursday, October 8, 2026, at one of the most iconic venues in New York City. The company also unveiled Zeta Live's first keynote headliner, entrepreneur and global superstar Kevin Hart. Now in its sixth year, Zeta Live has grown into a premier gathering for enterprise marketers, AI innovators, and technology leaders. This year's event marks a significant expansion, reflecting the conference's increasing scale, influence, and role at the center of the AI-driven transformation of marketing.

Zeta Live is the industry's leading gathering for senior marketing executives and business leaders navigating the shift from AI experimentation to intelligence embedded across the enterprise. This year's program will examine how the most advanced organizations are building AI-powered marketing systems that know customers with greater precision, grow with measurable impact, and prove marketing's contribution to revenue with certainty.

“We are entering the era where AI doesn't assist marketing, it defines it," said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta Global. "AI is becoming the foundational layer of how marketing operates, and the organizations that win will be the ones that turn intelligence into action faster than their competition. Zeta Live exists for those leaders, and this year, we're bringing them together on the most ambitious stage we've ever built.”

Kevin Hart will join the Zeta Live stage to share insights from his experience as an Emmy- and Grammy-nominated comedian, entrepreneur, and global box office powerhouse. He also serves as Chairman and CEO of Hartbeat and is the founder of HartBeat Ventures.

Zeta Live 2026's full speaker lineup, venue, and programming will be released at a later date. To be among the first to receive an invitation, visit **here**.

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**.

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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