NEWS RELEASE

Zeta Global Releases Statement on Omnicom's Intent to Acquire IPG

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Zeta CEO states merger will be a net positive for Zeta Global

NEW YORK--(BUSINESS WIRE)-- **Zeta Global** (NYSE:ZETA), the AI-powered marketing cloud, today released a statement following **Omnicom's announcement** that it has entered into a definitive agreement to acquire the Interpublic Group of Companies, Inc. (IPG).

Earlier today, Zeta Global hosted its Zeta Data Summit, where among many other topics, David Steinberg, Zeta's Co-Founder, Chairman, and CEO, was asked about today's Omnicom and IPG news.

The statement is below:

David A. Steinberg, Co-Founder, Chairman, and CEO, said: "Expanding on my earlier comments, we are proud of our extensive relationships with the top Holdcos, including both Omnicom and IPG, and believe that today's announcement is a positive one for the industry and Zeta. Like everyone else, we will be watching closely as this progresses and offer support as needed."

Watch the full replay of Zeta Data Summit **here**.

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