NEWS RELEASE

Zeta Global to Participate in Upcoming Investor Conference

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NEW YORK – Zeta (NYSE: ZETA), the AI Marketing Cloud, today announced that it is scheduled to participate in the following investor event:

Date	Conference
January 13	28th Annual Needham Growth Conference*

*Live webcast and replay of this presentation will be accessible on Zeta's Investor Relations website at investors.zetaglobal.com where it will remain available for one year.

About Zeta

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**.

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