



NEWS RELEASE

Zeta Live 2026: Expanded Lineup Featuring Kevin Hart, Lindsey Vonn, Russell Westbrook and Tiffany Haddish with Performances by Steve Aoki and Oz Pearlman

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- Business leaders from NVIDIA, Palantir, Microsoft and OpenAI will explore AI, leadership and business growth before more than 2,000 attendees and decision makers representing over \$200 billion in annual marketing and technology spend
- New keynote speakers join previously announced entrepreneur and global superstar Kevin Hart and Olympic Gold Medalist and Philanthropist Lindsey Vonn
- Steve Aoki and Aloe Blacc will each perform live at an invite-only evening Zeta Live event at the American Museum of Natural History, and an interactive performance from Oz Pearlman.

NEW YORK--(BUSINESS WIRE)-- **Zeta Global** (NYSE: ZETA), the intelligent AI infrastructure company, today unveiled an expanded speaker lineup and programming agenda for Zeta Live 2026, taking place Thursday, October 8 at David Geffen Hall, Lincoln Center in New York City. Zeta Live will explore how intelligent AI infrastructure is reshaping the way enterprises make decisions, engage customers and drive growth. The sixth annual conference will convene more than 1,800 attendees spanning CMOs, AI executives and senior marketing leaders from global brands, with more than 100 speakers across four stages.

"Every CEO is being asked how AI will change their business. Turning that potential into growth takes intelligent AI infrastructure," said David A. Steinberg, Co-Founder, Chairman and CEO of Zeta Global. "At Zeta Live, we're bringing together leaders building that infrastructure and putting it to work to explore what it takes to make better decisions, deliver better customer experiences and produce measurable results."

Additional speaker and programming highlights include:

- Intelligent AI Infrastructure and growth: How companies are putting AI and modern infrastructure to work to drive measurable growth, with senior leaders from Palantir, OpenAI, NVIDIA, Microsoft and more.
- Marketing and customer intelligence: How brands are using customer intelligence to build stronger relationships and business outcomes, with senior leaders from Steve Madden, Ulta, SharkNinja, AT&T, Pizza Hut and more.
- Leadership and creativity: Candid conversations on building enduring brands in times of change and the role of creativity in business, with participants like CEO and Founder, Russell Westbrook Enterprises, Russell Westbrook; entrepreneur and global superstar Kevin Hart; Olympic Gold Medalist and Philanthropist Lindsey Vonn; Chairman, Milken Institute, Michael Milken; Chairman Emeritus at Zeta Global John Sculley; Emmy, Grammy, and NAACP Image Award winning actress, Tiffany Haddish, and more.
- Interactive experiences: Live demos, masterclasses, real-world case studies, as well as exclusive networking experiences and book signings.

Following the day's programming, Zeta Live will continue with an invite-only evening at the American Museum of Natural History, opening with performances by Steve Aoki and Aloe Blacc and followed by an interactive performance by mentalist Oz Pearlman.

The full Zeta Live 2026 agenda, speaker lineup and information on requesting an invitation are available [here](#).

About Zeta Global

Zeta Global (NYSE: ZETA) is the intelligent AI infrastructure company helping enterprises transform proprietary data into enterprise intelligence. The Zeta Data Cloud and Athena by Zeta™ connect proprietary enterprise knowledge with advanced AI to enable better decisions, more effective customer engagement, and stronger business outcomes. With one of the industry's largest proprietary data assets, Zeta helps organizations accelerate AI transformation and build durable competitive advantage. Founded in 2007 by David A. Steinberg and John Sculley, Zeta is headquartered in New York City with offices worldwide. Learn more at 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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