



FOR IMMEDIATE RELEASE

Advertising Industry Leader George Hayes Joins LifeWise Digital, Inc. Board of Directors

February 1, 2022 - LifeWise Digital, Inc., the publisher of the innovative artificial intelligence AdTech platform **davie.ai**, is proud to announce the appointment of George Hayes to its Board of Directors. George Hayes, a renowned advertising industry leader, brings a wealth of experience and expertise to the company, positioning LifeWise Digital, Inc. for continued growth and success.

With a remarkable career spanning over four decades, George Hayes has established himself as a visionary and influential figure in the advertising landscape. He most recently served as the Executive Vice President of McCann-Erickson, one of the world's largest advertising agencies, where he advised esteemed companies such as Nestlé, Sony, and General Motors on marketing strategies and implementation.

Hayes's exceptional track record and innovative thinking have earned him industry-wide recognition, including being honored as a "Media Maven" by Advertising Age, a prestigious industry magazine. This distinction highlights his outstanding contributions and innovative approaches to marketing planning and execution.

As a member of the Board of Directors at LifeWise Digital, Inc., George Hayes will leverage his extensive industry knowledge to shape the strategic direction of the company and guide the development of **davie.ai**. His insights into marketing innovation and vast experience in the advertising industry will be invaluable assets for LifeWise Digital, Inc.

"We are delighted to welcome George Hayes to our Board of Directors," said Richard DeSimone, CEO of LifeWise Digital, Inc. "George's extensive background and expertise in advertising, coupled with his passion for marketing innovation, will greatly contribute to our mission of revolutionizing the digital advertising landscape. His guidance and visionary approach will undoubtedly propel **davie.ai** to new heights."

George Hayes's contributions to LifeWise Digital, Inc. extend beyond his industry expertise. He also serves the company in the areas of marketing innovation and conscious capitalism. His dedication to values-based organizations and corporate responsibility has earned him the respect and admiration of his peers, providing LifeWise Digital, Inc. with a beacon to navigate the important role of every business as a contributor to the communities it serves.

"I am honored to join the Board of Directors at LifeWise Digital, Inc.," said George Hayes. "The potential of **davie.ai** to revolutionize digital advertising is tremendous, and I am excited to lend

my expertise and help shape the future of this innovative platform. Together, we will redefine how advertisers and consumers connect, while championing the values of conscious capitalism."

The addition of George Hayes to the LifeWise Digital, Inc. Board of Directors further strengthens the company's position as a leader in the AdTech industry, poised to drive meaningful change and deliver exceptional value to advertisers and consumers alike.

Media Contact:

Name: Richard DeSimone CEO

Email: R.DeSimone@LifeWiseDigital.com

Phone: 908-285-0723

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