



**FOR IMMEDIATE RELEASE**

**Brand Expert Edward P. Salzano Joins LifeWise Digital, Inc. Board Chair**

January 5, 2022 - LifeWise Digital, Inc., the publisher of the innovative artificial intelligence AdTech platform **davie.ai**, is proud to announce the appointment of Edward P. Salzano to its Board of Directors. Mr. Salzano will serve as Chairman of the Company's Board of Directors.

Mr. Salzano is currently the President of EDNJ Associates, Inc., a marketing, and consulting firm, supporting corporate leadership across industry, with demonstrated success in security, logistics, technology implementation, human resources and staffing, food and beverage, and consumer products. He is an expert in brand development and marketing and recognized as a leading authority in the Private Brand Industry.

Prior to founding EDNJ, Mr. Salzano served as Executive Vice President and Chief Operating Officer of LiDestri Foods, Inc., the largest privately held manufacturer of pasta sauce and salsa in the United States. He was responsible for all marketing and sales, as is the co-creator of Francesco Rinaldi Pasta Sauce and Spikes' Salsa brands. Mr. Salzano has been involved in brand development, and commercialization of other leading consumer brands including the Paul Newman product line and world famous Yoo-hoo brand.

As a Chair of the Board of Directors at LifeWise Digital, Inc., Edward Salzano will leverage his experience to guide the management and operating of the company in the launch and commercialization of LifeWise AI-driven Small and Medium business advertising platform **davie.ai**. His experience in brand development and in corporate development, governance and operations will be invaluable assets for LifeWise Digital, Inc.

"We are delighted to welcome Mr. Salzano to our Board of Directors," said Richard DeSimone, CEO of LifeWise Digital, Inc. "Edwards's background and expertise in brand and corporate development, will guide us as we work to transform the digital advertising world. We are honored by his dedication to making LifeWise and davie.ai the next great company and disruptive business tool. We are also excited about Mr. Salzano's commitment to creating a positive impact on the world and his alignment with our dedication to conscious capitalism. His work as a board member of the largest healthcare system in New Jersey, his support of first responders, and the work he did for children, working with Paul Newman is an inspiration to our team."

"I am honored to be selected as Board Chair at LifeWise Digital, Inc.," said Mr. Salzano. "I've worked with Mr. DeSimone before, and I believe the team that has come together to make LifeWise a great company is excited and inspirational. The potential of davie.ai to revolutionize small business advertising is fantastic, and I am excited to bring my experience to the Company and future of this innovative platform. I believe that davie will truly help small businesses advertise like a goliath."

Media Contact:

Name: Richard DeSimone CEO

Email: [R.DeSimone@LifeWiseDigital.com](mailto:R.DeSimone@LifeWiseDigital.com)

Phone: 908-285-0723

###