



Asset Entities Enters Into Agreement With Hollywood Talent Identifier, Maxx Talent Awards

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DALLAS, Oct. 03, 2024 (GLOBE NEWSWIRE) -- **Asset Entities Inc. (“Asset Entities” or the “Company”)** (NASDAQ: ASST), a provider of digital marketing and content delivery services across Discord and other social media platforms, and a Ternary Payment Platform company, today announced that Maxx Talent Awards, a premier platform for showcasing the talents of aspiring actors, models, and singers, has selected the Company to **Design, Develop, and Manage** its server on the Discord social community platform.

The Maxx Talent Awards offers actors, models, singers, and other performers the opportunity to showcase their abilities for top Hollywood agents, modeling agencies, and other industry professionals. Actors are offered the opportunity to perform for producers and agents in the movie, film, and television industry. Models have the chance to be seen by leading international modeling agencies and fashion clients. Performing artists are also provided a platform to perform in front of top artists and repertoire, or A&R, executives, producers, managers, and agents. Maxx Talent currently operates showcases in Salt Lake City, Utah but, with this agreement, seeks to open a digital showcase in the near future.

“We are thrilled to be working with Maxx Talent Awards in leveraging the Discord online community platform to expand their operations and talent search around the world,” said Arman Sarkhani, Chief Operating Officer of Asset Entities Inc. This contract adds to our growing list of music and entertainment clients, and we believe it will help grow our revenues on a recurring basis.

At the helm of Maxx Talent Awards stand three industry titans, Branden Maxx, Gregory Guley, and Lynn Sharon, whose careers have spanned over four decades in the heart of Hollywood. With a combined wealth of experience that has weathered many aspects of the entertainment world, their journey has uniquely positioned them to transform aspiring talents into thriving stars. Their seasoned expertise as agents and managers has not only shaped careers but helped in sculpting the very fabric of Hollywood itself.

About Asset Entities, Inc.

Asset Entities Inc. is a technology company providing social media marketing, management, and content delivery across Discord, TikTok, Instagram, X (formerly Twitter), YouTube, and other social media platforms. Asset Entities is believed to be the first publicly traded Company based on the Discord platform, where it hosts some of Discord's largest social community-based education and entertainment servers. The Company's AE.360.DDM suite of services is believed to be the first of its kind for the Design, Development, and Management of Discord community servers. Asset Entities' initial AE.360.DDM customers have included businesses and celebrities. The Company also has its Ternary payment platform that is a Stripe-verified partner and CRM for Discord communities. The Company's Social Influencer Network (SiN) service offers white-label marketing, content creation, content management, TikTok promotions, and TikTok consulting to clients in all industries and markets. The Company's SiN influencers can increase the social media reach of client Discord servers and drives traffic to their businesses. Learn more at assetentities.com, and follow the Company on X at \$ASST and @assetentities.

Important Cautions Regarding Forward-Looking Statements

This press release contains forward-looking statements. In addition, from time to time, representatives of the Company may make forward-looking statements orally or in writing. These forward-looking statements are based on expectations and projections about future events, which are derived from the information currently available to the Company. Such forward-looking statements relate to future events or the Company's future performance, including its financial performance and projections, growth in revenue and earnings, and business prospects and opportunities. Forward-looking statements can be identified by those statements that are not historical in nature, particularly those that use terminology such as “may,” “should,” “expects,” “anticipates,” “contemplates,” “estimates,” “believes,” “plans,” “projected,” “predicts,” “potential,” or “hopes” or the negative of these or similar terms. In evaluating these forward-looking statements, you should consider various factors including those that are described in the section titled “Risk Factors” in the Company's periodic reports which are filed with the Securities and Exchange Commission. These and other factors may cause the Company's actual results to differ materially from any forward-looking statement. Forward-looking statements are only predictions. The forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake any responsibility to update the forward-looking statements in this release, except in accordance with applicable law.

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