



Asset Entities Announces New Episode with Miami Hurricanes Michael “The Playmaker” Irvin and Sandy “The Hammer” Jack on “The Lounge” Podcast

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DALLAS, Oct. 08, 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 Ternary Payment Platform company, today announced their next episode on the Lounge featuring former National Champion Miami Hurricanes, Michael Irvin and Sandy Jack.

This episode will feature Irvin and Jack, who discuss their journey as teammates at the University of Miami, playing football for famed head coach Jimmy Johnson, winning a national championship with the Hurricanes, and other life lessons. “The Lounge” is hosted by well-known TikToker, Kyle Fairbanks, who also serves as the Executive Vice Chairman and Chief Marketing Officer for Asset Entities. The Lounge can be viewed on its YouTube channel @TheAELounge.

It is an exciting time for the University of Miami and the Hurricanes Football team as they are now undefeated at 6-0 and received national notoriety in recent weeks for their come-from-behind wins against Virginia Tech and Cal (University of California at Berkley) in the last seconds of both of those games.

Michael Irvin and Sandy Jack both played their entire NCAA Division 1 Football careers at the University of Miami. Michael Irvin went on to play his entire 12-year professional career for the Dallas Cowboys and was inducted into the Pro Football Hall of Fame in 2007, while Sandy Jack pursued a graduate degree by attending the Georgetown University Law Center in Washington, D.C., obtaining his Juris Doctorate and becoming an attorney in the State of Florida. Irvin and Jack, while playing for the Hurricanes, won an NCAA Division I National Championship in 1988 playing for Coach Jimmy Johnson.

Irvin was nicknamed “the Playmaker” due to his incredible ability to make big plays in big games during his pro and college careers. An Emmy Award-winning Sports Analyst, Irvin also serves as a consultant to Asset Entities in the area of Sports and Entertainment. You can watch Michael as an NFL analyst on Fox’s FS1 sports show, “Speak,” which is on weekly at 4:00 p.m. CST.

To visit “The Lounge,” go to @TheAELounge on YouTube. To learn about Asset Entities Inc., please go to www.assetentities.com. To learn about Ternary, please go to www.ternarydev.com. To learn about the AE.360.DDM suite of services, please go to www.ae360.com and <https://discord.gg/ae360ddm>.



Caption: Sandy Jack on the left, Michael Irvin on the right.

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.

Company Contacts:

Arshia Sarkhani, President and Chief Executive Officer
Michael Gaubert, Executive Chairman
Asset Entities Inc.
Tel +1 (214) 459-3117
[Email Contact](#)

Investor Contact:
Skyline Corporate Communications Group, LLC
Scott Powell, President
1177 Avenue of the Americas, 5th Floor
New York, NY 10036
Office: (646) 893-5835
Email: info@skylineccg.com

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Source: Asset Entities Inc.

Caption: Sandy Jack on the left, Michael Irvin on the right.



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