



FOR IMMEDIATE RELEASE

LifeWise Digital, Inc. Secures \$1.25 Million in Seed Stage Venture Capital Funding to Propel Growth of its AI AdTech Software Business

Canterbury Capital Partners Leads Investment to Boost Adoption of davie.ai Advertising Management Platform for Small and Medium-sized Businesses

Morristown, NJ, January 31, 2021 – LifeWise Digital, Inc., a pioneering artificial intelligence (AI) AdTech software company, announced today the successful completion of its seed stage venture capital funding round, securing an impressive \$1.25 million in investment. The funding round was led by Canterbury Capital, a venture capital firm known for its strategic investments in cutting-edge technology startups.

LifeWise Digital's **davie.ai** platform offers a state-of-the-art advertising management solution specifically designed for small and medium-sized businesses (SMBs). By leveraging AI and machine learning algorithms, **davie.ai** empowers businesses to optimize their digital advertising campaigns, maximize their return on investment, and enhance their overall marketing effectiveness.

The seed stage funding will play a pivotal role in supporting LifeWise Digital's mission to revolutionize the way SMBs approach advertising management and democratize the use of artificial intelligence to help small businesses compete in a changing marketplace. With this injection of capital, LifeWise Digital plans to accelerate the development of **davie.ai**, expand its customer base, and amplify its marketing and sales efforts to reach a broader audience of businesses worldwide.

Canterbury Capital's decision to lead the funding round for LifeWise Digital signifies their confidence in the company's vision and the potential of **davie.ai** to reshape the AdTech landscape. Their extensive experience in fostering innovative startups positions Canterbury Capital as an invaluable strategic partner for LifeWise Digital as they embark on this exciting phase of growth. "We are thrilled to work with Canterbury Capital and the investors who are supporting our company as we embark on this next chapter of growth for LifeWise Digital," said Richard DeSimone, CEO of LifeWise Digital. "This funding round will allow us to further enhance our **davie.ai** platform and help SMBs unleash the full potential of their digital advertising campaigns.

We believe that Canterbury Capital's expertise and resources will be instrumental in accelerating our expansion and driving the adoption of davie.ai globally."

LifeWise Digital is actively working towards fortifying its position as a leading provider of AI-powered advertising solutions for SMBs. The company aims to level the playing field for smaller businesses, enabling them to compete effectively in the increasingly competitive digital advertising landscape. By offering an affordable, user-friendly, and data-driven platform, LifeWise Digital empowers SMBs to make informed decisions and achieve exceptional results in their advertising efforts.

About LifeWise Digital, Inc.: LifeWise Digital, Inc. is an AI AdTech software company focused on developing innovative solutions to revolutionize the way small and medium-sized businesses approach advertising management. With their flagship product, **davie.ai**, LifeWise Digital empowers businesses to optimize their digital advertising campaigns through AI and machine learning algorithms. For more information, please visit www.lifewisedigital.com.

About Canterbury Capital Partners: Canterbury Capital is a micro venture capital firm specializing in strategic investments in technology startups. With a proven track record of supporting innovative companies, Canterbury Capital provides not only capital but also extensive resources and expertise to fuel growth and success. For more information, please visit www.canterburycapitalpartners.com.

Note to editors: Images, logos, and additional information about LifeWise Digital, Inc. can be found in the company's online press kit at www.LifeWiseDigital.com .

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