

Adaptive Ad Systems Continues Network Expansion Nationwide Advertising Footprint Increases

Vancouver, Wash. August 5, 2021. Adaptive Ad Systems, Inc. (OTC:AATV), a company that provides Dynamic Digital Video Ad Insertion (DDAI) via its streaming media hardware and proprietary processing software for the U.S. cable TV and Satellite markets, today reports that it has accelerated the Company's ongoing network expansion during summer 2021.



During the last few months, the Company's tech teams have been very active installing additional video ad insertion systems in 18 cable tv headend network systems in ten states. Advertisers can now utilize these new systems for advertising via the Adaptive network system in the fourth quarter 2021. While any system installed prior to October will add to the Company's revenue for 2021, more significantly, systems added this year are expected to generate significantly greater revenue in 2022, which is currently evolving into a very active election year with the expectation of unprecedented high ad frequency.

J. Michael Heil, CEO of Adaptive Ad Systems stated: "We have been relatively quiet this summer, because we focused on expanding our national footprint and further increasing our R&D efforts. We have continued to expand the total number of our installed systems and accordingly keep increasing the number of subscribers viewing television ads through our ad networks driven by our proprietary technology."

Adaptive, together with its subsidiary companies, develops and deploys video ad insertion services via its streaming media hardware and proprietary processing AI software for all U.S. cable TV markets. The Company also provides High Speed Fixed Wireless Internet Service (WISP) via its network of Hybrid Access Points and Micro POPs. Adaptive is a pioneer in cable television ad insertions, serving independent cable television systems throughout the country. The Company's proprietary hardware and software sets the standard that other companies must meet in the advertising industry. During the last couple of years, the Company has continuously developed new products and services expanding the core business beyond its cloud-based video ad insertion services and technology, to stay on the leading edge of the changing cable television service landscape.

Mr. Heil adds "Looking ahead to the second half of 2021 and a mid-term election year 2022, we remain bullish on the traditional television ad business. While some certain cable companies and systems have experienced some contraction of customers and business, our company continues to grow based on our absolute focus, since inception, to aggressively pursue overlooked and underserved National advertising markets and cable systems. Our attention to increasing marketing and sales efforts in these markets combined with the expansion of our network systems, positions our company well for 2022 to benefit from the nearly insatiable demand for political ad spots expected for 2022."

THE ADAPTIVE SYSTEM

Adaptive allows advertisers across the US to purchase ads that are inserted into a linked group of the Adaptive digital TV advertising system. Adaptive Ad Systems manages all ad-related activities, provides all technical support, ad-sales, traffic, and billing. Adaptive has established an innovative revenue share agreement with each individual cable television system.

ABOUT ADAPTIVE

Adaptive Ad Systems Inc. is a digital media and video communications company that together with its subsidiary manufactures, develops and deploys dynamic digital video ad insertion (DDAI) and video streaming media hardware and proprietary processing software for the Cable TV, Satellite TV, and IPTV markets, and High Speed Fixed Wireless Internet Service (WISP) via a network of Hybrid Access Points and Micro POPs. Adaptive's primary focus is the 2nd and 3rd tier US markets. Adaptive exclusively sells all available advertising space in each market across multiple national cable television networks, while maintaining complete technology ownership. Adaptive has implemented a compelling profit-sharing model with its cable TV partners. The Company serves over 200 designated marketing areas in approximately 39 states. Adaptive also provides broadband and cable TV services in some niche markets. For additional information, please visit: www.adaptiveadsystems.com.

FORWARD-LOOKING STATEMENTS

Any statements contained in this press release that do not describe historical facts constitute forward-looking statements. Forward-looking statements may include, without limitation, financial projections, statements regarding the plans and objectives of management for current and future operations, the development, regulatory approvals, and commercialization of the Company's products, or any of the Company's proposed services, systems, partnerships, or acquisitions. Such forward-looking statements are not meant to predict or guarantee actual results and performance and actual events or results may differ considerably. Factors that may cause actual results to differ materially from any projections may include, without limitation, the Company's delays in the development of its products, the inability to obtain additional financing, the impact of significant new or changing government regulation on the industry, existing or increased competition, results of arbitration and litigation, stock volatility and illiquidity, and the Company's general failure to implement the Company's business plans or strategies. The Company assumes no obligation to update any forward-looking statements to reflect any change in events or circumstances that may arise after the date of this release.

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