

MEDIA ALERT-----

GLOBAL AGORA ANNOUNCES LAUNCH OF LATEST MEDIA BUYING SOFTWARE: MAXIMUS

January 16, 2018—New York—Global Agora, a venture capital fund founded and operated by entrepreneurs, is pleased to announce the rollout of Maximus, a 21st century media buying software that puts native advertising strategies on auto-pilot. Maximus interfaces with the major advertising platforms of Yahoo Gemini, Outbrain, Taboola, and RevContent. The benefit is a geometric gain for media buyers by providing a meaningful increase in time efficiency while increasing degree of profitability per human hour invested.

“Maximus solves all the problems associated with manual media buying today.” says Joshua Keller, a managing partner of Global Agora. “We have eliminated the need to babysit campaigns. Maximus streams real-time ad costs and revenue from the top native ad platforms and autonomously calibrates individual campaign spends in order to maximize net profits.”

With Maximus’s patent-pending Fire & Forget® technology, beginner to expert media buyers can engage campaign auto-pilot to operate around the clock within user set parameters to optimize, scale and clone between networks. It allows for the efficient management of high volumes of campaigns and related support content by replicating and increasing winning campaigns while disabling losing campaigns.

Maximus just added Spark Networks, a global leader in online dating, as a client. Spark Networks currently owns Christian Mingle, JDate, EliteSingles, and many other niche dating services, the company helps people to find love in 29 countries worldwide.

“We have selected Maximus Live, llc. to be our native advertising automation partner. After years of running native manually, it took only minutes to realize that the value Maximus brings in terms of scalability and efficiency is unprecedented.”

—Jeronimo Folgueira, CEO, Spark Networks

For more information on Maximus, please visit www.maximus.live.

For all press/media inquiries, please contact Cynthia Gentry at cynthia@maximus.live.

ABOUT GLOBAL AGORA

Global Agora is a venture capital fund co-founded by Nick Matzorkis & Joshua Keller. Global Agora launches its own companies and invests in seed-stage, high-growth potential startups. With locations in New York City, Miami, Austin, and Los Angeles, Global Agora companies include Maximus.Live, Union Square Media Group, FindPeopleSearch.com, Golden Lantern & SUP ATX.

ABOUT JOSHUA KELLER

Joshua Keller, 41, is a managing partner and member of Global Agora, a venture capital fund with locations in New York City, Miami, Austin and Los Angeles. During his tenure at Global Agora, Mr. Keller founded Union Square Media Group, a leading ad-tech company founded in

the heart of New York City. From 2001 to 2009, Mr. Keller focused on business development at various internet marketing and digital advertising agencies. Prior to his time at Union Square Media Group, Mr. Keller co-founded Headlines & Heroes, LLC, and has worked there in various capacities. Mr. Keller currently serves as director of Global Agora, LLC since June 2015 and of SUP ATX since June 2010. He holds a Bachelor degree in Music Industry Studies from Ithaca College (1998) in New York.