For Immediate Release
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Aidentified Launches Money In Motion – First Application In Market Monitoring Executives Benefiting From Wealth Events

Aidentified launched Money In Motion (M2) on August 1, 2019 as the first application in market to provide the most comprehensive overview of executives benefiting from wealth events.

M2 combines wealth events such as IPO Filings, IPOs, Inside Trades, Companies Acquired, Investment Received and Companies Achieving Unicorn Status with executives benefiting from these events. Executives include Board Members, Management Team, C-Suite and Senior Executives in the company. Each executive profile includes a rich blend of consumer and professional attributes.

Tom Aley, CEO and Co-Founder, Aidentified commented "Over the past decade, my brother and I have developed applications that either focus on consumer information or professional information. For the first time in the market, we combined these two worlds into one profile and linked the profiles to wealth events on a daily basis. This is extremely exciting and a glimpse into what is possible with Aidentified."

Ralph Schonenbach, SVP, Product commented "The beginning of Tom and Darr's vision was launched today through the M2 application – both web and mobile. If anyone has worked in this space, they will appreciate the complexity of combining 300 million consumer profiles with 80 professional profiles and linking these daily to wealth events. Today's accomplishment is a reflection on the leadership of Aidentified and the incredibly talented technology team."

About Aidentified:

Aidentified was founded by twin brothers Darr and Tom Aley after a number of successful data related ventures and work at Amazon, D&B, and Dow Jones. The unmet opportunity they saw was the "Holy Grail" of combining an individual's consumer and professional attributes into a unified single household profile, using new technology to surface relevant relationships.

Leveraging 300 million U.S. profiles, Aidentified uses the latest AI and machine learning technologies that allow its customers to search for prospects based on recent wealth events that include stock trades, mergers and acquisitions, IPOs, management changes, new company investments, income, age, location, position within a company, personal interests and more. Aidentified's proprietary Relationship Mapping algorithms further help by connecting customers' personal and corporate networks and their client networks to find the strongest path to a prospect. (www.aidentified.com)

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