

Aether's Alpha Edge Media Broadens Coverage, Launching Products Across Equities and Digital Assets

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Alpha Edge Media's suite of digital newsletter coverage now includes flagship SentimenTrader, Alpha Edge Digest, The Russell Report, IPO Stream, Altcoin Investing, and StockCastr

Publications provide insights across equities, IPOs, small-caps, and digital assets, creating data for AI-enabled investor tools

NEW YORK, Aug. 27, 2025 (GLOBE NEWSWIRE) -- [Aether Holdings, Inc. \(Nasdaq: ATHR\)](#) ("Aether" or the "Company"), an emerging financial technology platform company that offers proprietary research analytics, today announced the expansion of its **Alpha Edge Media™** division with the launch of six new branded newsletters spanning equities, initial public offerings, small-cap stocks, crypto and digital assets, and investor communities, alongside the Alpha Edge Summit™, its flagship media brand and investor forum.

The content rollout represents an achievement in Aether's strategy to internally develop and launch new and engaging online investor newsletter content, with the goal of growing a free and ultimately paid subscriber base.

This strategic effort is also a key driver to Aether's plan to incorporate its growing media ecosystem into a proprietary, structured data infrastructure that directly supports the proprietary artificial intelligence models for investor data and research being developed by Aether's subsidiary **Aether Labs**.

By positioning Alpha Edge Media™ as both an online publishing engine and a data feed, Aether is laying the foundation for scalable, paid-for AI-driven insights across investment asset classes.

Each Alpha Edge Media™ publication is engineered not only to deliver actionable, real-time insights across various investment classes, but also to capture critical real-time data on investor and market sentiment, engagement, and behavior. Aether's evolving business model is for this data layer to form the backbone of a closed-loop media-to-machine pipeline, feeding directly into Aether Labs. There, the data will be integrated into machine-learning models used to power predictive analytics, behavioral intelligence and investor tools for paying customers.

"Media is data, and financial and market data is at the core of our strategy," said Nicolas Lin, CEO of Aether Holdings. "We are proud to have internally developed these first new financial media brands to complement our flagship SentimenTrader publication, and there will be more to come. As we work to grow our newsletter offerings and user base, every reader interaction, every market view, every trade idea shared inside our newsletter brands becomes part of the intelligence that powers Aether Labs. That's the Aether breakthrough: turning media into fuel the powers the AI fintech tools we are developing. Our goal is as simple as it is groundbreaking: to build the future of investor intelligence."

This initiative builds on Alpha Edge Media's launch earlier this year and accelerates Aether's broader strategy of combining proprietary media with AI-enabled fintech solutions. By pairing free distribution with tiered paid subscriptions of newsletter brands, Alpha Edge Media is seeking to extend Aether's audience reach while establishing a diversification of business model, creating a multi-revenue ecosystem that spans media subscriptions, data licensing, investor tools and live community events.

The portfolio expansion represents a key milestone in creating a self-reinforcing growth loop: new newsletters attract more readers, more readers generate more proprietary data, and more data enhances Aether Labs' models, which in turn improve Aether's investor platforms and strengthen monetization potential.

About Aether Holdings, Inc.

Aether Holdings, Inc. (Nasdaq: ATHR) is an emerging financial technology holding company focused on transforming the way investors navigate the markets. Leveraging decades of market expertise and cutting-edge technology, Aether delivers proprietary tools, data, and research to empower traders with actionable insights and enhanced decision-making capabilities.

Aether's flagship platform, **SentimenTrader.com**, along with other newsletter titles covering various investment classes, is designed to serve both retail and institutional investors by offering advanced sentiment analysis through the use of machine learning (ML) and artificial intelligence (AI) capabilities. With over 20 years of sentiment data integrated into its systems, Aether aims to provide its users with a powerful combination of technology and expertise, enabling them to make informed decisions to level up their trading in the markets.

Aether is committed to building an ecosystem that supports smarter, data-driven trading strategies, reinforcing its mission to empower the investing community and redefine excellence in fintech. By integrating advanced technologies, including artificial intelligence tools with the critical thinking and analytical abilities of its team of evidenced-based trading veterans, Aether aims to provide its users with a powerful combination of technology and expertise, enabling them to make informed decisions to level up their trading in the markets.

Find out more about Aether Holdings at <https://helloaether.com/>

Cautionary Note Regarding Forward Looking Statements

This news release and statements of Aether's management in connection with this news release contain or may contain "forward-looking statements" within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995. In this context, forward-looking statements mean statements related to future events, which may impact our expected future business and financial performance, and often contain words such as "expects", "anticipates", "seek", "intends", "plans", "believes", "potential", "will", "should", "could", "would", "aim" or "may" and derivatives of such words or other words of similar meaning. In this press release, forward-looking statements relate to the anticipated benefits to Aether of the expansion of Alpha Edge Media's newsletter titles and Aether's business plan goals as described herein. These and other forward-looking statements are based on information available to us as of the date of this news release and represent management's current views and assumptions. Forward-looking statements are not guarantees of future performance, events or results and involve significant known and unknown risks, uncertainties and other factors, which may be beyond our control. For Aether, particular risks and uncertainties that could cause our actual future results to differ materially from those expressed in our forward-looking statements include but are not limited to the following: (i) risks related to Aether's ability to adequately market its products and services, and to develop or acquire additional products and product offerings (including AI-models based on newsletter data); (ii) risks related to intense competition in the fintech and financial newsletter sector; (iii) risk related to artificial intelligence and machine learning; (iv) the inability of Aether to maintain and protect its reputation for trustworthiness and independence; (v) the inability of Aether to attract new users and subscribers, convert free users to paying subscribers and otherwise sell or monetize the fintech products it is developing; (vi) similar risks and uncertainties associated with operating a relatively small business a rapidly evolving and competitive industry. Readers are cautioned not to place undue reliance on these forward-looking statements, which apply only as of the date of this news release. These factors may not constitute all factors that could cause actual results to differ from those discussed in any forward-looking statement, and Aether therefore encourages investors to review other factors that may affect future results in its filings with the SEC, which are available for review at www.sec.gov and at <https://investor.helloaether.com/#sec-filings>. Accordingly, forward-looking

statements should not be relied upon as a predictor of actual results. Aether does not undertake to update any forward-looking statements to reflect events or circumstances that may arise after the date of this news release, except as required by law.

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