

## Alpha Edge Media Acquires Online Newsletter WhaleTales to Strengthen Investor Access to Crypto Policy and Market Trends

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***WhaleTales adds regulatory and political coverage, mainstream crypto news, and market analysis to Aether's multi-asset financial media portfolio***

**New York, NY, Sept. 25, 2025 (GLOBE NEWSWIRE)** -- [Alpha Edge Media, Inc.](#), a wholly owned subsidiary of [Aether Holdings, Inc. \(NASDAQ: ATHR\)](#), today announced the acquisition of [WhaleTales](#), an online cryptocurrency-focused newsletter published on the beehiiv platform.

Alpha Edge Media is a digital-first financial media company that builds, acquires, and scales newsletter brands delivering actionable insights to modern investors. WhaleTales delivers a weekly digest of curated crypto news, regulatory updates, market analysis, and institutional adoption trends to a highly engaged subscriber base.

This acquisition expands Alpha Edge Media's presence in the digital asset space [following its recent purchase of AltcoinInvesting.co](#). Together, these newsletters form the foundation of Aether Holdings' digital asset vertical, complementing its flagship equities-focused **SentimenTrader.com** and advancing the company's strategy to build a multi-asset, multi-vertical financial media platform.

Launched in April 2025, WhaleTales has quickly established itself as a distinctive, retail-facing crypto digest with an accessible and engaging editorial style. With its weekly format and emoji-driven headlines, WhaleTales has built a subscriber base of over 40,000 investors who want comprehensive yet digestible insights into the fast-changing cryptocurrency markets. Its coverage spans Bitcoin, Ethereum, and emerging altcoins, with deep dives into regulatory developments, policy shifts, and market dynamics driven by institutional adoption and whale activity.

"Our acquisition of WhaleTales fits perfectly of our strategy to acquire distinct, high-quality newsletters that speak directly to the next generation of investors," said Nicolas Lin, Chief Executive Officer of Aether Holdings. "Its focus on crypto markets, regulation, and institutional adoption gives Alpha Edge a stronger foundation in digital assets and a new channel to serve readers who want clarity in a fast-moving sector. Our outlook is simple: continue scaling WhaleTales while integrating it into our broader multi-asset platform that delivers trusted insights across equities, crypto, and beyond."

Through beehiiv's publishing infrastructure, WhaleTales benefits from robust growth, analytics, and monetization tools, positioning it for continued audience expansion under Alpha Edge Media's stewardship.

Alpha Edge Media acquired all of WhaleTales' operational assets, including its intellectual property and subscriber base, in an all-cash transaction for relatively small consideration.

### **About Alpha Edge Media**

Alpha Edge Media is a digital-first financial media company building a modern network of trusted, expert-led newsletters across traditional markets, digital assets, and emerging asset classes. A wholly owned subsidiary of Aether Holdings, Inc. (Nasdaq: ATHR), Alpha Edge Media acquires and scales high-conviction media brands that deliver independent analysis, data-driven insights, and actionable research for self-directed investors. By combining editorial excellence with fintech infrastructure, Alpha Edge is redefining how financial content is created, distributed, and monetized in the digital age.

Find out more about Alpha Edge Media at [www.alphaedgemedia.com](http://www.alphaedgemedia.com).

## **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, 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", "intends", "plans", "believes", "potential", "will", "should", "could", "would" or "may" and other words of similar meaning. In this press release, forward-looking statements relate to the anticipated benefits to Aether of the acquisition of the WhalesTales newsletter 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; (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 and convert free users to paying subscribers; (vi) similar risks and uncertainties associated with operating a relatively small business a rapidly evolving 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](http://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. We do not undertake to update our 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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