

ALGEBRAIX™



FOR IMMEDIATE RELEASE

ALGEBRAIX ANNOUNCES IT HAS COMPLETED PHASE ONE OF BETA TESTING ALX - ITS PERMISSION-BASED ADVERTISING PLATFORM AT LENDIT FINTECH USA 2018

Austin, Texas - April 9 – [Algebraix](#) announced today at [LendIt Fintech USA](#), the world's leading event in financial services innovation, that it has completed an incredibly successful Phase One of beta testing for its permission based ad platform, ALX™.

With enthusiastically positive feedback from more than 5,000 users of the platform, Algebraix is more confident than ever that it is leading a new trend in advertising. Customers will give explicit permission to advertisers to use their anonymized personal data for targeting. Advertisers will present them with ads to view and they will earn ALX tokens for each ad that they choose to watch. In this way, consumers will monetize their personal data without advertisers, other users, or even Algebraix itself viewing that data.

Algebraix CEO Charles Silver explains, "ALX by Algebraix combines the financial transparency that the blockchain delivers with bullet-proof personal data privacy and data anonymization techniques, aligning itself with the popular global movement for data protection regulations."

LendIt Fintech USA, a gathering of more than 6,000 industry professionals in San Francisco, showcases the leaders in innovation across financial services including the digital banking, fintech, blockchain and lending industries.

For more information about Algebraix, visit <https://algebraix.io/>.

About Algebraix

Austin, TX-based [Algebraix.io](#) has created a permission-based advertising platform, fueled by the ALX token, empowering individuals with control of their personal data and putting ad revenue where it belongs: into the wallets of consumers. Algebraix.io is also the inventor of Data Algebra®, a new branch of applied mathematics that enables software developers to apply mathematics to data management. It has registered 9 software patents that are applications of Data Algebra.

About LendIt Fintech

LendIt Fintech is a recognized global internet finance industry leader, founded in New York in 2013. Its aim is to gather industry elites to discuss and explore latest trends in the development of international financial technology. LendIt Fintech has become the largest event in financial services innovation as it hosts three annual conferences, [LendIt Fintech USA](#), [LendIt Fintech Europe](#), and [Lang Di Fintech](#), and dozens of complementary online and in-person industry events. LendIt also owns and operates one of the world's leading industry educational channels, Lend Academy.

For more information, tickets and sponsorship opportunities, please visit www.lendit.com.

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Media Contact:

Michelle Ray
Algebraix
mray@algebraix.io