

Technology Pioneer Tony Perkins Joins CYDigital

Silicon Valley Leader Becomes a Member of the Company's Advisory Board

Burlingame, CA – December 17, 2018 - CYDigital, Inc., headquartered in Burlingame, CA, announces that Tony Perkins, pioneering technology business media entrepreneur, opinion leader and community builder from Silicon Valley, has joined its Advisory Board.

During the 1990s, Mr. Perkins was founder and editor-in-chief of Red Herring magazine, which The Wall Street Journal described as the “bible of the Internet.” Under Tony’s leadership, Red Herring revenues reached \$100 million, with 300,000 subscribers, hundreds of world-class advertisers, and 300 employees. During this era, Tony co-authored "The Internet Bubble: Inside the Overvalued World of High-Tech Stocks" ([HarperBusiness](#), 1999), a book that foretold the dotcom bust.

In the 2000’s, Tony operated the global events and blog brand, AlwaysOn, that produced major summits in Silicon Valley, New York and Southern California. AlwaysOn’s focus was to connect entrepreneurs in the media, entertainment, cloud and Green Tech industries with venture investors, major corporate partners and industry experts. Tony kicked off his career as a co-founder of Silicon Valley Bank’s Technology Group and the 10,000-member Churchill Club.

Tony’s current initiative is Cryptonite, a membership, media, advisory and events company that gathers the entrepreneurs, investors, and key influencers leading the blockchain revolution.

“CYDigital aspires to let consumers secure their online data and receive value for sharing it with brands they trust,” said Tony. “The bottom line is decentralization of data storage and ownership promises to dramatically upend the status quo, cutting out intermediaries and centralized platforms and replacing them with peer-to-peer transactions executed via ‘smart contracts.’”

“Tony’s thought leadership is an incredible value to CYDigital,” said John Rizzo, CTO and co-Founder of CYDigital. “His support of CYDigital’s effort to create a solution to counter the presumed inevitability of computing centralization in the hands of big ‘walled gardens’ like Google further validates our direction.”



About CYDigital

CYDigital, Inc., located in Burlingame, CA, is creating a blockchain-based, smart contract-enabled platform to provide Consumers with the ability to control, share and derive value from the data generated by their online activities. CYDigital's initial service provides advertisers with the ability to reach their targeted Consumer groups with targeted advertisements and reward Consumers who engage with their advertisements. CYDigital anticipates launching its service by mid-2019. Led by a seasoned team of technology and marketing experts with a solid track record of tech startups, CYDigital aims to build the platform and drive Consumer adoption to seven million consumers and over 1,000 advertisers during the first 36 months of operation. CYDigital anticipates launching its solution by mid-2019. CYDigital will soon be conducting a private securities offering to accredited investors under Rule 506(c) of Regulation D of the Securities Act of 1933 to raise capital to continue building the CYDigital Platform.

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- Twitter: https://twitter.com/CYD_digital
- LinkedIn: <https://www.linkedin.com/company/cyddigital/>

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