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CAPITAL MARKETS, LLC

Ascendant Capital Markets LLC's At-the-Market (ATM) Offering For Ault Alliance, Inc. (NYSE American: AULT) Increased From \$20,000,000 to \$50,000,000

JUPITER, Florida – September 8, 2023 -- Ascendant Capital Markets LLC ("Ascendant") announced today the filing of an amendment to its At-the-Market (ATM) Offering for Ault Alliance, Inc. (NYSE American: AULT) of Las Vegas, Nevada, increasing the amount from \$20,000,000 to \$50,000,000. The amendment updates a prospectus supplement initially filed in June 2023.

Ascendant is serving as Sole Sales Agent on the financing transaction.

About Ault Alliance, Inc.

Ault Alliance, Inc. (NYSE American: AULT) is a diversified holding company pursuing growth by acquiring undervalued businesses and disruptive technologies with a global impact. Through its wholly and majority-owned subsidiaries and strategic investments, Ault Alliance owns and operates a data center at which it mines Bitcoin and provides mission-critical products that support a diverse range of industries, including metaverse platform, oil exploration, crane services, defense/aerospace, industrial, automotive, medical/biopharma, consumer electronics, hotel operations and textiles. In addition, Ault Alliance extends credit to select entrepreneurial businesses through a licensed lending subsidiary. For more information, please visit www.ault.com.

About Ascendant Capital Markets LLC

Ascendant Capital Markets, LLC, is a full-service boutique investment bank providing corporate finance, M&A advisory, equity research, institutional sales, and market making and trading services focused on public and private companies, and institutional, accredited, and strategic investors.

Ascendant has led or participated in over \$2 billion in financing transactions, and the members of Ascendant's Investment Banking Team have completed over 300 M&A transactions.

For more information, please visit www.ascendant.com or contact Bradley J. Wilhite, Co-Founder & Managing Partner, at 561.427.1727 or bwilhite@ascendant.com

This announcement shall not constitute an offer to sell or the solicitation of an offer to buy the securities described herein, nor shall there be any sale of these securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to the registration or qualification under the securities laws of any such jurisdiction.

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