

tZERO Announces Two New Broker-Dealers Are Live & Trading

May 28, 2020

Announcement Marks an Important Milestone in Enhancing Liquidity on the tZERO ATS;

Provides Access for More Investors to Trade Overstock's Innovative Series A-1 Dividend

NEW YORK--(BUSINESS WIRE)--May 28, 2020-- [tZERO](#), the global leader in blockchain innovation for capital markets, announced today that broker-dealers [ChoiceTrade](#) and a multinational, publicly-traded investment bank and financial services company focused on institutional brokerage are now live and trading on the tZERO ATS. These broker-dealers join Dinosaur Financial Group, LLC as subscribers to the tZERO ATS. Customers of those broker-dealers are now able to trade Overstock's innovative Series A-1 dividend shares, which were issued to Overstock shareholders last week. These firms and their customers are expected to have access to TZROP (tZERO's preferred equity security) and other assets that trade on the tZERO ATS in the near future. The tZERO ATS now has three active subscribers and has signed four additional agreements with progressive broker-dealers interested in trading securities.

tZERO CEO Saum Noursalehi stated, "Our primary objective in partnering with Overstock on its digital dividend was to enhance liquidity on the tZERO ATS. The launch of two new broker-dealers marks an important milestone toward achieving this objective. These subscribers, together with existing agreements with other broker-dealers, will meaningfully increase the number of investors able to trade digital securities. Today's announcement is also exciting as it will make our platform more attractive to prospective issuers."

ChoiceTrade is a brokerage firm with extensive experience in the securities industry and a global footprint with clients in approximately 100 countries. ChoiceTrade provides its customers with online trading of equity securities and options, and now intends to expand its services to include the innovative securities traded on the tZERO ATS.

ChoiceTrade CEO Neville Golvala shared, "ChoiceTrade has been a pioneer in the online brokerage market since our founding twenty years ago. Today's announcement illustrates our ambition to continue to innovate and influence the technological and regulatory initiatives that shape our industry. Subscribing to the tZERO ATS aligns with this mission by providing our customers with the ability to trade innovative securities, which we believe is the future of the industry."

tZERO ATS is a wholly-owned subsidiary of tZERO Group Inc., a technology firm that was founded with the goal of utilizing distributed ledger technology (DLT) to revolutionize Wall Street so that it is more efficient, accessible and transparent. tZERO is a subsidiary of [Medici Ventures](#), the blockchain-focused, wholly-owned subsidiary of [Overstock.com, Inc.](#) (NASDAQ:OSTK).

Investor Notice

Investors should note that trading digital securities could involve substantial risks, including no guarantee of returns, costs associated with selling and purchasing, no assurance of liquidity which could impact the price and ability to sell, and possible loss of principal invested. Further, an investment in single digital security could mean lack of diversification and, consequently, higher risk.

No Offer, Solicitation, Investment Advice or Recommendations

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About tZERO

[tZERO Group, Inc.](#) (tZERO) is a majority-owned subsidiary of Overstock.com, focusing on the development and commercialization of financial technology (FinTech) based on cryptographically-secured, decentralized ledgers – more commonly known as blockchain technologies. Since its inception, tZERO has pioneered the effort to bring greater efficiency and transparency to capital markets through the integration of blockchain technology. For more information on tZERO, please visit: <https://www.tzero.com/>.

tZERO is not a registered broker-dealer, funding portal, underwriter, investment bank, investment adviser or investment manager, and is not providing brokerage, investment banking or underwriting services, recommendations or investment advice to any person, and does not provide any brokerage services. tZERO takes no part in the negotiation or execution of secondary market transactions for the purchase or sale of securities and at no time has possession of investor funds or securities in connection with such transactions.

About tZERO ATS

[tZERO ATS, LLC](#) is a broker-dealer registered with the SEC and a member of FINRA and SIPC. More information about tZERO ATS may be found at www.finra.org.

About ChoiceTrade

Founded in 2000, [ChoiceTrade](#) is an advanced-technology securities brokerage firm that is an SEC-registered broker-dealer and member of FINRA and SIPC. For more information about ChoiceTrade, visit www.choicetrade.com.

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