



Cris Conde Joins Digital Asset Board Of Directors, Chris Church Joins Management Team

Former SunGard and SWIFT executives add deep financial and technology experience

NEW YORK, December 14, 2015 -- Digital Asset Holdings today announced that industry veterans Cristóbal Conde and Chris Church have joined its Board and Management team. Conde, the former President and CEO of SunGard, joins the company as a Non-Executive Board Director, while Church, the former Chief Executive for the Americas and Global Head of Securities at SWIFT, joins as Chief Business Development Officer.

"The financial services industry is undergoing a period of technological and regulatory change and it is more important than ever to have veteran leaders with diverse experiences to help drive innovation," said Blythe Masters, CEO of Digital Asset. "With more than 50 years of combined experience in the financial and technology sectors, Cris and Chris have a deep understanding not only of the marketplace, but of what we are building and they will be invaluable to our continued growth."

Conde brings a wealth of experience in providing leading software solutions and services to financial institutions following a 24-year distinguished career at SunGard. He grew the firm to become a Fortune 500 Company and the largest privately held software and services company in the world, employing over 26,000 staff. Prior to his appointment as President and CEO, Conde held various senior roles including Executive Vice President and Chief Operating Officer.

Previously, Conde co-founded Devon Systems, a firm which provided risk management and record-keeping software for the over-the-counter derivative markets before its acquisition by SunGard in 1987. Conde is also a senior member of the Partnership for New York City's FinTech Innovation Lab, a 12-week mentorship program for technology startups.

"FinTech implies a perfect marriage of finance and technology and Digital Asset is a natural leader with both elements in its DNA. I am thrilled to be involved during this innovative era to help Digital Asset build the trusted scaffolding necessary in order to realize the potential that blockchain and shared ledgers have to offer," said Cris Conde.

Church adds tremendous experience to the Digital Asset management team after spending more than seven years as Chief Executive for the Americas and Global Head of Securities for SWIFT, the secure financial messaging systems provider used by financial institutions globally.

Church was also part of the executive team that founded Radianz, Inc, the world's largest extranet. At Radianz, his responsibilities included global sales and marketing before BT acquired the Company in 2005. He then led the commercial integration into BT Financial Services as the General Manager until he joined SWIFT. Church has held senior management roles at Reuters in both London and San Francisco and has previously served as a Board Member and Vice Chairman of XBRL US. Church was also a Member of the Board of the International Securities Services Association.

"I'm incredibly excited about the power of distributed ledger technology to enhance the way that financial markets operate and I truly believe it is a case of when, and not if, this becomes a reality," said Chris Church. "Digital Asset is at the heart of bringing business and technology together and is well positioned to lead the industry as we focus on the transformative potential of this new technology."

About Digital Asset Holdings

Digital Asset builds distributed, encrypted straight through processing tools. Our technology improves efficiency, security, compliance and settlement speed.

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