



BEN Welcomes Former Permanente CEO and Healthcare Leader, Richard S. Isaacs, to Board of Directors

August 28, 2024

Dr. Isaacs' extensive background in healthcare technology innovation, along with his previous leadership experience in nationwide hospital and outpatient care, will help direct BEN's healthcare industry strategy

JACKSON, Wyo., Aug. 28, 2024 (GLOBE NEWSWIRE) -- [Brand Engagement Network Inc. \("BEN"\)](#), (Nasdaq: BNAI), an emerging provider of safe and secure customer engagement AI, today announced the appointment of Richard S. Isaacs, MD, FACS, to its Board of Directors, effective August 26, 2024. Dr. Isaacs is a renowned surgeon and is currently also serving as Dean of the College of Medicine and Professor of Otolaryngology at California Northstate University. His extensive expertise in clinical operations and strategic healthcare leadership will be a significant asset to BEN as the company continues to push the boundaries of innovation in healthcare.

Dr. Isaacs brings a wealth of experience to BEN through his renowned clinical expertise in otolaryngology and head and neck oncologic surgery, as well as his distinguished leadership background. As the former CEO and executive director of The Permanente Medical Group (TPMG), former president and CEO of the Mid-Atlantic Permanente Medical Group (MAPMG), and former Co-CEO of The Permanente Federation, Dr. Isaacs has overseen an enormous network, comprising 23,000 physicians and 80,000 nurses and staff, seeking to deliver high-quality health care to 12.6 million Kaiser Permanente members.

"In addition to technological advancements, true innovation in healthcare requires a deep understanding of the industry's complexities and the real-world challenges faced by both patients and providers," said Paul Chang, CEO of BEN. "Dr. Isaacs' experience and leadership in healthcare technology innovation will be instrumental in our effort to transform patient care and empower medical professionals through our powerful GenAI."

Named by Modern Healthcare as one of the [100 Most Influential People in Healthcare](#), Dr. Isaacs is celebrated for his transformative leadership and innovative contributions to the healthcare industry. Dr. Isaacs possesses an intimate understanding of the intersection of technology innovation and healthcare. He led the development and implementation of Kaiser Permanente's electronic health record system during his tenure as physician in chief at Kaiser Permanente South Sacramento Medical Center, which led to the use of new smartphone applications to enhance patient experiences, personalize care, and drive high-quality care. His deep understanding of the challenges and opportunities within the healthcare system will be instrumental as BEN continues to develop solutions that address critical needs in the resource-constrained sectors and ever-evolving reality of healthcare.

"AI technology offers an incredible opportunity to vastly improve both healthcare professional operations and patient outcomes," said Dr. Isaacs. "I have always pursued the realization of what is possible in healthcare with new technologies, and look forward to helping guide BEN's development of new applications for the company's safe, intelligent AI assistants in the industry."

For more information about BEN please visit: <http://www.beninc.ai>.

About BEN

Brand Engagement Network (BEN), NASDAQ: BNAI, is an emerging provider of safe and secure generative AI for businesses and consumers, headquartered in Jackson, WY. BEN's full-stack platform, encompassing front-end, middleware, and back-end, is scalable, customizable, and can be fully optimized for superior CX, productivity, and performance. The backbone of BEN's success is its rich portfolio of conversational AI applications, featuring 16+ perception, understanding and response modules that facilitate human-like engagements with consumers. BEN seeks to deploy scalable and sustainable AI solutions to businesses and partner with those with complimentary capabilities and networks in industries experiencing significant workforce gaps. In line with the vision of an AI-enhanced world, BEN strives to bring AI assistants to everyone who can benefit from them.

Additional information about BEN can be found here: <https://beninc.ai/>

Forward-Looking Statements

This communication contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that are not historical facts, and involve risks and uncertainties that could cause actual results of BEN to differ materially from those expected and projected. These forward-looking statements can be identified by the use of forward-looking terminology, including the words "anticipates," "believes," "continue," "estimates," "expects," "intends," "may," "plans," "potential," "predicts," "projects," "should," "will," or "would," or, in each case, their negative or other variations or comparable terminology.

These forward-looking statements involve significant risks and uncertainties that could cause the actual results to differ materially from the expected results. Most of these factors are outside BEN's control and are difficult to predict. Factors that may cause such differences include, but are not limited to, the risk factors that are described under the section titled "Risk Factors" in BEN's Annual Report on Form 10-K and Quarterly Reports on Form 10-Q subsequently filed with the Securities and Exchange Commission.

BEN cautions that the foregoing list of factors is not exclusive. BEN cautions readers not to place undue reliance upon any forward-looking statements, which speak only as of the date made. BEN does not undertake nor does it accept any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements to reflect any change in its expectations or any change in events, conditions or circumstances on which any such statement is based, and it does not intend to do so unless required by applicable law. Further information about factors that could materially affect BEN, including its results of operations and financial condition, is set forth under "Risk Factors" in BEN's Annual Report on Form 10-K and Quarterly Reports on Form 10-Q subsequently filed with the Securities and Exchange Commission.

No Offer or Solicitation

This communication does not constitute an offer to sell or the solicitation of an offer to buy any securities of BEN or DHC or a solicitation of any vote or approval. No offer of securities shall be made except by means of a prospectus meeting the requirements of Section 10 of the Securities Act of 1933,

as amended.

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