



FinanceWire Introduces Certidox to Enable Verifiable Press Releases as Fake Content Becomes Indistinguishable from Reality

FinanceWire makes Certidox available to its clients, with an initial complimentary access period designed to enable immediate adoption without operational friction, as AI-generated press releases become increasingly indistinguishable from authentic communications.

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Press releases authenticated with Certidox are prioritized for processing and distribution across FinanceWire's network and its downstream distribution platforms — ensuring that both publication and redistribution remain verifiable across outlets such as Yahoo Finance and MarketWatch.

This means the issuer identifies and authenticates the information at the source — before it is relayed, reformatted, or redistributed.

Each press release includes a robust Certidox QR Code — a verifiable seal — allowing any recipient to instantly verify its origin, status (*active or revoked in case of erratum*), and authenticity, whether viewed in digital or printed form, without compromising confidentiality prior to publication.

As a result, investors, journalists, and other recipients can scan the QR Code with the Certidox mobile app — available for free on the Apple App Store and Google Play — and independently verify its origin, authenticity, and status.

With traditional methods, the moment a press release leaves your control, you lose the ability to prove what was distributed — creating immediate legal and reputational exposure. Certidox keeps verification attached across all relays, even after distribution, duplication, and filing.

This challenge is particularly acute in the EDGAR environment, where a grey zone exists between the original press release and its final filing, especially when content passes through multiple intermediaries. When discrepancies arise between what was transmitted and what was ultimately filed, each party may be exposed — with no reliable way to prove what was received and submitted.

It is also becoming a major issue for European public companies. Under the EU AI Act, transparency obligations relating to AI-generated or AI-manipulated content become applicable from 2 August 2026, increasing pressure on organizations to control how public-facing content is created, disclosed, and trusted.

“If you cannot prove it, you do not control it,” said Rémy A. Eisenstein, Founder of Certidox. “With this partnership, press releases authenticated with Certidox are identified instantly — preventing false or manipulated content before it causes market or reputational damage.”

As AI-generated content becomes increasingly indistinguishable from authentic communications, companies must adopt effective mechanisms to ensure their disclosures can be trusted and to prevent legal and reputational exposure. Trust no longer comes from the source — it comes from proof.

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