



Angi Among First Brands to Pilot Sponsored Agents in ChatGPT

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Angi is part of a select group of brands testing a new conversational advertising experience in ChatGPT

DENVER, Sept. 16, 2026 (GLOBE NEWSWIRE) -- [Angi](#) (formerly Angie's List) (NASDAQ: ANGI), a leading digital home services marketplace, today announced it is participating in OpenAI's Sponsored Agent pilot. The pilot supports Angi's expansion into emerging AI-powered advertising surfaces, creating a new way to reach homeowners and connect them with skilled local pros.

In this pilot, an Angi-branded sponsored agent may appear in relevant ChatGPT conversations regarding home services. Homeowners will be able to continue the conversation with the Angi agent to share more information about their project and when the job calls for help from a pro, enter Angi's service request flow to connect with skilled local pros.

"Our AI-first strategy is simple: make it easier for homeowners to connect with and hire the right pro for their project," said Angie Hicks, co-founder of Angi. "With OpenAI's Sponsored Agent pilot, homeowners can go directly from discussing a home project in ChatGPT to connecting with a skilled local pro who can help."

Home services are a high-consideration category, with homeowners often spending significant time researching a project's scope, urgency and complexity before deciding whether to hire a professional.

The advertising pilot builds on Angi's existing app in ChatGPT earlier this year, which helps homeowners move from asking a home improvement question to hiring a pro through an AI-guided experience. Unlike the Angi app, which homeowners choose to add in ChatGPT, the Angi-sponsored agent may appear as a clearly labeled sponsored experience within relevant conversations that homeowners can choose to chat with.

To learn more about Angi, visit www.angi.com.

About Angi Inc.

Angi (NASDAQ: ANGI) helps homeowners get home projects done well and helps home service professionals grow their businesses. Founded in 1995, Angi connects homeowners with skilled local professionals, from plumbers and electricians to remodelers and landscapers, and provides tools for researching costs, planning projects and hiring with confidence. Homeowners have turned to Angi, and our vast network of skilled home pros, for help with more than 300 million projects.

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