NEWS RELEASE

Shifting its focus, Thumzup Bets Big on Blockchain, AI, and the Future of Digital Value

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LOS ANGELES, Dec. 4, 2025 /PRNewswire/ -- In a move that underscores the rapid evolution of emerging-tech companies, a social media platform innovator is repositioning beyond its AdTech origins into a diversified, infrastructure-driven enterprise spanning digital assets, data centers, quantum-class technologies, real-world-asset (RWA) tokenization, and artificial intelligence.

The shift marks a substantial broadening of the company's ambitions. **Thumzup Media Corporation** (Nasdaq: TZUP), known initially for its flagship Thumzup app, a platform that rewards users for creating brand-aligned social content, is now emphasizing enterprise-scale partnerships and potential integrations with major social networks to accelerate monetization. While the app remains a core asset, the Thumzup leadership team is intent on leveraging its technology foundation to participate in faster-growing sectors transforming digital commerce and computational infrastructure.

The company's expansion is bolstered by a significantly strengthened balance sheet, reporting more than $52 million in assets and $44 million in cash as of September 30, 2025. That capital position provides Thumzup with notable flexibility at a moment when tech-enabled infrastructure businesses, particularly in digital assets and high-performance computing, are attracting heightened investor interest.

One of the most consequential steps in this transition is Thumzup's pending acquisition of Dogehash Technologies, an industrial-scale blockchain operator specializing in Scrypt-algorithm mining for assets such as Dogecoin and Litecoin. Dogehash has demonstrated rapid revenue growth and operation expansion, giving Thumzup a potentially immediate foothold in a sector where scale, efficiency, and access to cheap power are critical competitive advantages.

The Dogehash transaction is viewed as more than an entry into crypto mining. The deal provides infrastructure that

can be leveraged across adjacent growth areas, tokenization platforms, distributed compute, AI model hosting, and other next-generation workloads increasingly migrating to decentralized or hybrid architectures.

If the acquisition closes as expected, Thumzup seeks to emerge as a markedly different company than the one that first debuted with a user-generated advertising app. It intends to operate at the intersection of marketing technology, digital-asset infrastructure, and advanced compute, an ambitious triad aimed at capturing value in a rapidly converging global technology landscape.

With fresh capital, an expanding asset base, and a strategic pivot toward higher-growth verticals, the Thumzup transformation will be closely watched by investors looking for new entrants with opportunities to scale across the digital-economy stack.

About Thumzup®

Thumzup Media Corporation is a diversified technology-driven enterprise transitioning from its roots in social media marketing to high-growth sectors including digital-asset infrastructure, data-center operations, quantum-computing-adjacent technologies, real-world-asset tokenization, and artificial intelligence. Thumzup is pursuing selective investments, partnerships, and acquisitions to drive innovation and value creation.

For more information, please visit **www.thumzupmedia.com** or **www.thumzup.ai**.

Forward-Looking Statements Disclaimer

This release contains "forward-looking statements" within the meaning of the U.S. federal securities laws, including, without limitation, statements regarding the proposed Acquisition of Dogehash, the Company's intent to change its name to Datacentrex, Inc., the anticipated use of the ticker symbol DTCX, the expected timing and completion of the Acquisition, the Company's strategic plans, capital allocation priorities and potential growth opportunities. Forward-looking statements are based on current expectations and projections about future events and are not guarantees of future performance.

These statements are often identified by words such as "may," "will," "should," "could," "expect," "anticipate," "intend," "plan," "believe," "estimate," "project," "potential," "continue" and similar expressions. Actual results may differ materially from those described in the forward-looking statements as a result of a number of risks and uncertainties, many of which are beyond the Company's control, including, but not limited to: the risk that the Acquisition may not be completed on the terms or timeline currently contemplated, or at all; the possibility that required stockholder or Nasdaq approvals are not obtained; the ability to satisfy other closing conditions; integration risks; volatility in the price of digital assets; and the other factors described in the Company's filings with

the SEC, including its Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K.

Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this release. Except as required by law, Thumzup undertakes no obligation to publicly update or revise any forward-looking statements to reflect subsequent events or circumstances.

Additional Information About the Acquisition and Where to Find It

Thumzup has filed a definitive Proxy Statement and the Supplement with the SEC in connection with the proposed Acquisition of Dogehash and has mailed these materials and other relevant documents to its stockholders of record as of Oct. 28, 2025. The closing of the Acquisition is subject to approval by Thumzup's stockholders, Nasdaq approval and other customary closing conditions.

STOCKHOLDERS OF THUMZUP ARE URGED TO READ THE PROXY STATEMENT, THE SUPPLEMENT AND ALL OTHER RELEVANT DOCUMENTS FILED WITH THE SEC CAREFULLY AND IN THEIR ENTIRETY BECAUSE THEY CONTAIN IMPORTANT INFORMATION ABOUT THUMZUP, DOGEHASH AND THE ACQUISITION.

Investors and stockholders may obtain free copies of the Proxy Statement, the Supplement and other documents filed by Thumzup with the SEC at the SEC's website at **www.sec.gov**. Copies may also be obtained without charge by directing a request to: Thumzup Media Corporation, 10557-B Jefferson Blvd., Los Angeles, CA 90232, Attention: Investor Relations.

Participants in the Solicitation

Thumzup, Dogehash and certain of their respective directors, executive officers and employees may be deemed to be participants in the solicitation of proxies from the stockholders of Thumzup in connection with the Acquisition. Information about Thumzup's directors and executive officers is set forth in Amendment No. 1 to its Annual Report on Form 10-K for the year ended Dec. 31, 2024, filed with the SEC on Apr. 30, 2025. Additional information regarding the interests of such participants in the proxy solicitation, which may be different from or in addition to those of Thumzup's stockholders generally, is included in the Proxy Statement, the Supplement and other relevant materials filed with the SEC. These documents are available free of charge at the SEC's website or by contacting Thumzup at the address listed above.

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