



NEWS RELEASE

Thumzup Appoints DogeOS CEO and MyDoge Leader Jordan Jefferson to Crypto Advisory Board

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- Early Bitcoin entrepreneur active since 2011
- CEO and Co-Founder of DogeOS, the Dogecoin App Layer backed by Polychain Capital
- Also leads MyDoge, the No. 1 Dogecoin wallet with more than 500,000 users
- Appointment further advances Thumzup's digital asset strategy and ecosystem expansion

LOS ANGELES, Sept. 16, 2025 /PRNewswire/ -- **Thumzup Media Corporation** ("Thumzup" or the "Company") (Nasdaq: TZUP) today announced the appointment of Jordan Jefferson to its Crypto Advisory Board, underscoring the Company's strategic focus on digital assets and ecosystem growth, its commitment to advancing its mining operations, and expanding into the Dogecoin ecosystem.

Jefferson is the CEO and Co-Founder of **DogeOS**, the application layer for Dogecoin that enables users to turn idle DOGE into a productive asset through gaming, yield opportunities, and consumer apps. DogeOS is backed by Polychain Capital, one of the world's leading blockchain investment firms.

In addition to leading DogeOS, Jefferson heads MyDoge, the top Dogecoin wallet, with over 500,000 users. An early Bitcoin entrepreneur since 2011, he has built a career around developing infrastructure and consumer applications that expand the utility of blockchain networks.

"We are honored to welcome Jordan to Thumzup's Crypto Advisory Board," said Robert Steele, Chief Executive Officer of Thumzup. "His leadership at DogeOS and MyDoge demonstrates a unique ability to deliver utility and adoption within the Dogecoin ecosystem. His insights and track record will be invaluable as we scale our digital asset initiatives."

"Thumzup is taking real steps to strengthen Dogecoin's economy," Jefferson said. "At DogeOS, we're focused on building tools that help turn Dogecoin into a productive asset for the community. The fact that Thumzup wants to

utilize their DOGE to strengthen the ecosystem, instead of just holding onto it, is a huge step forward. Their mining operations will open more opportunities for DOGE to flow into applications that support both holders and builders."

Jefferson's appointment follows Thumzup's recent \$50 million capital raise and other strategic initiatives aimed at expanding the Company's presence in the cryptocurrency sector. The advisory board is designed to attract leaders from across the blockchain industry to help accelerate Thumzup's growth and digital asset strategy.

Thumzup recently announced a proposed acquisition of DogeHash (**dogehashtech.com**) which will be put to a shareholder vote later this year. DogeHash currently operates Dogecoin mining operation with 2,500 state-of-the-art mining rigs, with another 1,000 best in class miners ordered, that should be delivered later this year. The company's mining fleet, recognized for best-in-class hash rate density and energy efficiency, is positioned to deliver significant Dogecoin and Litecoin block rewards with a low-cost, high-uptime footprint. Performance metrics will be reported periodically following the close of the Thumzup-DogeHash transaction announced on August 19, 2025.

About Jordan Jefferson

Jordan Jefferson is the CEO and Founder of **DogeOS**, the App Layer for Dogecoin that turns idle DOGE into a productive asset through gaming, yield opportunities, and consumer apps. He also leads MyDoge, the #1 Dogecoin wallet with 500,000+ users. An early Bitcoin entrepreneur since 2011, Jefferson built DogeOS to provide the first native DOGE yield and real utility for millions of underserved Dogecoin holders.

About Thumzup®

Thumzup Media Corporation is pioneering a new era of digital marketing and financial innovation. In parallel with the growth of its AdTech platform, Thumzup's Board of Directors has authorized the company to strategically expand its treasury strategy beyond Bitcoin to include leading cryptocurrencies, such as Dogecoin, Litecoin, Solana, Ripple, Ether, and USD Coin, reinforcing the Company's commitment to financial agility and innovation.

Legal Disclaimer

This press release contains certain forward-looking statements within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These include, without limitation, our expectation that we will strategically transform into a leader in cryptocurrency mining, our expectation that we will successfully consummate the acquisition with DogeHash, our potential run rate of \$30 million with existing equipment and funds raised, our vision to build a transformative, billion-dollar enterprise, our expectation that we will be able to secure additional miners, our expectation that we will achieve a market leadership, position, statements about our

potential growth, and planned expansion. These statements are identified by the use of the words "could," "believe," "anticipate," "intend," "estimate," "expect," "may," "continue," "predict," "potential," "project" and similar expressions that are intended to identify forward-looking statements. All forward-looking statements speak only as of the date of this press release. You should not place undue reliance on these forward-looking statements. Although the Company believes that its plans, objectives, expectations and intentions reflected in or suggested by the forward-looking statements are reasonable, it can give no assurances that these plans, objectives, expectations or intentions will be achieved. Forward-looking statements involve significant risks and uncertainties (some of which are beyond our control) and assumptions that could cause actual results to differ materially from historical experience and present expectations or projections including the possibility the DogeHash's revenues will be reduced after the auditors review and audit its revenues and that the price of Dogecoin may drop based on market volatility. Actual results may differ materially from those in the forward-looking statements and the trading price for our common stock may fluctuate significantly. Forward-looking statements also are affected by the risk factors described in the Company's filings with the U.S. Securities and Exchange Commission (the "SEC"), including in the Company's Annual Report on Form 10-K, Quarterly Reports on Form 10-Q, and Current Reports on Form 8-K. Investors and security holders are urged to read these documents free of charge on the SEC's website at: <http://www.sec.gov>. Except as required by law, the Company undertakes no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.

Additional Information About the Acquisition and Where To Find It

Thumzup intends to file with the SEC a proxy statement in connection with the proposed acquisition of DogeHash and will mail a definitive proxy statement and other relevant documents to Thumzup's stockholders. The closing of the acquisition is conditioned upon the Company obtaining the required stockholder approvals, Nasdaq approval, receipt of a fairness opinion by the Company and customary closing conditions.

Thumzup's stockholders and other interested persons are advised to read, when available, the preliminary proxy statement, and amendments thereto, the definitive proxy statement and the other relevant documents filed with the SEC in connection with Thumzup's solicitation of proxies for its stockholders' special meeting to be held to approve the transactions because the proxy statement will contain important information about Thumzup, DogeHash and the transactions. The definitive proxy statement will be mailed to stockholders of Thumzup as of a record date to be established for voting on the transactions. Investors may obtain a free copy of the proxy statement (if and when it becomes available) and other relevant documents filed by Thumzup with the SEC at the SEC's website at www.sec.gov. Stockholders of Thumzup will also be able to obtain copies of the proxy statement, without charge, once available, at the SEC's website at www.sec.gov or by directing a request to: Thumzup Media Corporation, 10557-B Jefferson Blvd, Culver City, CA, Attention: Investor Relations.

Participants in the Solicitation Legend

Thumzup, DogeHash, and certain of their respective directors, executive officers and other members of management and employees may be deemed to be participants in the solicitation of proxies from the stockholders of Thumzup and DogeHash in connection with the proposed transaction. Information about the directors and executive officers of Thumzup is set forth in its Amendment No. 1 to its Annual Report on Form 10-K for the year ended December 31, 2024, which was filed with the SEC on April 30, 2025. Additional information regarding the participants in the proxy solicitation, including TZUP and DogeHash directors and officers, and a description of their direct and indirect interests, by security holdings or otherwise, will be included in the proxy statement and other relevant materials filed with the SEC regarding the acquisition when available. Each of these documents is, or will be, available at the SEC's website or by directing a request to Thumzup as described above under "Additional Information About the Acquisition and Where to Find It."

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