NEWS RELEASE

Thumzup® Comments on Report Showing Spending on Influencer Marketing Continues to Grow Faster than Social Media Ads

2024-01-05

Recent eMarketer Report Shows Growth in Influencer Marketing Spending is More Resilient than Traditional Ads on Social Media [1]

Thumzup's Reg A+ Offering to End on January 10, 2024

More Than $1.6 Million Raised So Far in its Qualified Offering under Regulation A+with Over $4.8 Million Raised Since Inception

Los Angeles, CA, Jan. 05, 2024 (GLOBE NEWSWIRE) -- **Thumzup Media Corporation** ("Thumzup" or the "Company") (OTCQB: TZUP) is pleased to comment on a recent eMarketer report which shows the growth in spending on influencer marketing is more resilient than traditional advertising on social media [1].

Thumzup has raised more than $4.8 million since inception, with many of its early stage investors participating in multiple financings, including the 2023 Reg A+ offering as the Company continues to execute. The qualification period for the Thumzup Reg A+ offering ends on January 10, 2024.

"This recent eMarketer report confirms that Thumzup's strategy is spot on – that advertisers recognize that recommendations from trusted sources are more effective than ads of social media," stated Thumzup Chief Executive Officer Robert Steele. "By democratizing influencer marketing – empowering nearly everyone to become a micro-influencer amongst their friends and family – we believe Thumzup offers a unique and compelling platform to advertisers. We look forward to continue delivering results to our rapidly growing advertiser base."

Thumzup's proprietary technology is helping to democratize the social media marketing and advertising industry

estimated to be valued and more than $200 billion and growing rapidly [2]. Digital advertising spending continues to grow [3] and 60% of consumers say content from a friend or family member influences their purchase decisions [4]. Thumzup makes it easy for any brand or business to easily and effortlessly facilitate and pay for valuable recommendations from friends and family on social media.

The Thumzup mobile app, which is available for download in the App Store and Google Play, incentivizes virtually everyone to become social media advocates for the brands they enjoy by paying them cash for approved posts.

"To those still considering whether to invest, I encourage you to take a look at **CBS LA's profile on Thumzup** , **Kevin O'Leary's thoughts on our potential** , and a **recent feature in Entrepreneur Magazine** which has driven a significant increase in downloads of our platform, along with our **offering circular** ," continued Mr. Steele. "We are looking forward to an exciting and transformative 2024 and beyond for Thumzup as we look to continue to expand in the Los Angeles area, move into new cities to expand its reach, form strategic partnerships and alliances to accelerate growth, and work towards our goal of up-listing to a national stock exchange such as the NYSE, Nasdaq, or CBOE."

Selection of Broker-Dealer

Thumzup recently engaged Dalmore Group, LLC ("Dalmore"), a member of both FINRA and SIPC, to conduct a qualified offering under Regulation A+. Dalmore has been the broker-dealer for more than 260 issuers in Reg A+ offerings, raising more than $3.6 billion, with some of these issuers subsequently listing or uplisting to Nasdaq or the NYSE.

Regulation A+ Offering

Thumzup's Reg A+ offering is limited to 2,000,000 shares (plus up to 400,000 bonus shares for tiered amounts of larger investments of between $10,000 - $1,000,000+) and is available on a first-come, first served basis. The offering circular, which contains important information and disclosures, including financial statements and risk factors, is available **here** . For more information, please visit **https://www.thumzupmedia.com** .

Reasons to Invest in Thumzup's Reg A+ Offering at $4.50 Per Share (with tiers of up to 30% bonus shares for larger investments)

Reason #1
Disruption of Traditional Model: Thumzup believes it is poised to disrupt the multi-billion dollar social media marketing industry by democratizing the advertising landscape.

Reason #2

Revenue Model: The Thumzup platform generates cash payments to users, thereby creating an active and engaged user base, which in turn attracts more advertisers to the platform. This creates a sustainable cycle of revenue generation.

Reason #3

Scalability: The technology behind Thumzup is designed for scalability, ensuring that as the user base grows, the platform can easily adapt without compromising on performance.

Reason #4

Sustainable Competitive Advantage: Thumzup's unique combination of a consumer-facing app and an advertiser dashboard could create a moat that would be difficult for competitors to replicate quickly.

Reason #5

Consumer Focus: The consumer-facing app leverages existing social media infrastructure, making it easy for users to adopt and integrate into their lifestyle, thereby accelerating market penetration.

Reason #6

Data Analytics: Thumzup's data collection and analytics future capabilities will provide valuable insights for advertisers, adding an additional layer of attraction to the platform.

Reason #7

Versatility for Advertisers: From SMEs to Fortune 500 companies, the platform is versatile enough to serve the advertising needs of a diverse range of businesses.

Reason #8

Opportunity Bonus Shares: When you invest larger amounts, you may be eligible for bonus shares.

Please download the offering circular and review it in its entirety before considering an investment in Thumzup: **www.thumzupmedia.com/invest**

[1] **https://www.insiderintelligence.com/content/5-charts-that-explain-new-era-social-media**

[2] **https://www.adexchanger.com/ad-exchange-news/iab-us-digital-ad-revenues-top-200-billion-for-the-first-time/**

[3] **https://rbr.com/a-big-boost-in-ad-revenue-growth-all-thanks-to-digital/**

[4] **https://www.forbes.com/sites/forbesbusinesscouncil/2023/03/13/why-user-generated-content-is-winning/?sh=50d64ab16e94**

About Thumzup ®

Thumzup Media Corporation (Thumzup) is democratizing the multi-billion dollar social media branding and marketing industry. Its flagship product, the Thumzup platform, utilizes a robust programmatic advertiser dashboard coupled with a consumer-facing App to enable individuals to get paid cash for posting about participating advertisers on major social media outlets through the Thumzup App. The easy-to-use dashboard allows advertisers to programmatically customize their campaigns. Cash payments are made to App users/creators through PayPal and other digital payment systems.

Thumzup was recently featured on **CBS News Los Angeles** and is a publicly traded company (OTCQB stock ticker: TZUP). For more information, please visit **https://www.thumzupmedia.com** .

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, statements about its potential growth, impacts on the advertising industry, plans for potential uplisting, 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 we believe that our plans, objectives, expectations and intentions reflected in or suggested by the forward-looking statements are reasonable, we can give no assurance 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. 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 our filings with the U.S. Securities and Exchange Commission. Except as required by law, we undertake 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.

AN OFFERING STATEMENT REGARDING THIS OFFERING HAS BEEN FILED WITH THE SEC. THE SEC HAS QUALIFIED THAT OFFERING STATEMENT, WHICH ONLY MEANS THAT THE COMPANY MAY MAKE SALES OF THE SECURITIES DESCRIBED BY THE OFFERING STATEMENT. IT DOES NOT MEAN THAT THE SEC HAS APPROVED, PASSED UPON THE MERITS OR PASSED UPON THE ACCURACY OR COMPLETENESS OF THE INFORMATION IN THE OFFERING STATEMENT. YOU MAY OBTAIN A COPY OF THE OFFERING CIRCULAR THAT IS PART OF THAT OFFERING STATEMENT

FROM: **https://www.sec.gov/Archives/edgar/data/1853825/000149315222036476/partiiandiii.htm**

YOU SHOULD READ THE OFFERING CIRCULAR TO UNDERSTAND THE TERMS, CONDITIONS AND RISK FACTORS PRIOR TO CONSIDERING AN INVESTMENT INTO THE COMPANY.

Contact Info:
investors@thumzupmedia.com
800-403-6150

Attachment

- **Thumzup Media Corporation**