



NEWS RELEASE

Thumzup Downloads Grow 228% Since Start of Year

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Fueled by increasing market interest, Thumzup's mobile applications continue to gain traction

Los Angeles, CA, June 01, 2023 (GLOBE NEWSWIRE) -- Thumzup Media Corporation ("Thumzup" or the "Company") (OTCQB: TZUP) is excited to announce downloads of its mobile applications have grown 228% since the beginning of 2023, exceeding more than 5,000. This increase can be attributed to an impactful billboard and digital advertising campaign strategically focused on increasing its userbase in the vibrant regions of Venice and Santa Monica in Los Angeles.

The Thumzup mobile app, which is available for download in the App Store and Google Play, enables advertisers to garner user generated content from customers and fans, incentivizing them to become social media advocates for the brands and businesses they enjoy by paying them cash for approved posts.

"As Thumzup continues to gain traction in our target market, we believe network effects are beginning to take hold and have the potential to accelerate our growth if it goes viral," stated Thumzup Founder and Chief Executive Officer, Mr. Robert Steele. "We believe Thumzup has the ability to transform the \$208 billion online advertising industry [1], similar to how Uber disrupted transportation and Airbnb changed the hospitality industries, by becoming the go-to destination app where people can get paid to advocate for the brands and services they love. We look forward to keeping you updated on our progress."

[1] <https://www.wsj.com/articles/digital-appetite-and-smaller-brands-fuel-ad-growth-in-new-forecast-1543795201>

About Thumzup®

Thumzup Media Corporation (Thumzup) is attempting to democratize 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 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.

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YOU SHOULD READ THE OFFERING CIRCULAR BEFORE MAKING ANY INVESTMENT.

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Attachment

- **Thumzup Media Corporation**