NEWS RELEASE

Thumzup® Expands AdTech Platform to Hollywood

2024-05-14

- Thumzup continues to expand its influence across Greater Los Angeles

Los Angeles, CA, May 14, 2024 (GLOBE NEWSWIRE) -- **Thumzup Media Corporation** ("Thumzup" or the "Company") (OTCQB: TZUP), a leader in innovative social media branding and marketing solutions, is proud to announce the launch of its innovative AdTech platform in Hollywood, furthering its commitment to connect businesses and consumers across the nation.

This exciting expansion allows consumers at select Hollywood businesses, including but not limited to Atacama Home Center, Grow Kid Grow, Morning Kitchen, Juicylicious, and Trendsetters Barbershop, to earn cash by posting about their experiences on social platforms through the Thumzup app.

As Thumzup continues to broaden its reach across Greater Los Angeles, Hollywood marks a significant step in advancing its ongoing effort to revolutionize how local businesses engage with potential and current customers.

"We are excited to introduce Thumzup to the Hollywood community, expanding our geographical reach and enhancing the way individuals interact with and support local businesses through social media," commented Robert Steele, CEO and Founder of Thumzup. "This expansion illustrates our continued business growth all while empowering individuals to monetize their social media presence while discovering and supporting fantastic local businesses."

By posting on platforms like Instagram about their experiences with these locations, app users can directly influence their followers and generate real earnings. This model provides an excellent opportunity for businesses to amplify their presence and engage with a broader audience in a cost-effective manner.

The Thumzup platform continues to offer a unique approach by combining a user-friendly advertiser dashboard and a consumer-facing app. This technology enables businesses to tailor their marketing campaigns and directly

benefit from authentic and localized influencer marketing.

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 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.

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

Attachment

- **Thumzup Media Corporation**