



NEWS RELEASE

# Thumzup Launches Crypto Advisory Board with DogeOS Head of Ecosystem Alex Hoffman as Founding Member

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- Mr. Hoffman brings more than a decade of hands-on blockchain crypto experience
- Currently Head of Ecosystem at DogeOS
- Advisory Board launch follows Thumzup's recent \$50 million capital raise at \$10/share to fuel digital asset growth

LOS ANGELES, Aug. 27, 2025 /PRNewswire/ -- **Thumzup Media Corporation** ("Thumzup" or the "Company") (Nasdaq: TZUP) today announced the appointment of Alex Hoffman to its newly formed Crypto Advisory Board, further strengthening the Company's strategic focus on digital assets and ecosystem development.

Hoffman currently serves as Head of Ecosystem at **DogeOS**, the Dogecoin app layer, where he leads ecosystem development, partnerships, and growth strategy. His work focuses on helping holders and companies put their Dogecoin to work through lending, staking, and other applications that generate yield and expand utility.

"We are excited to welcome Alex as the first member of our Crypto Advisory Board," said Robert Steele, Chief Executive Officer of Thumzup. "His proven track record in ecosystem development should help us maximize the value of what we are going to be doing in the digital assets space. When taken in consideration with our pending merger with Dogehash, this is another step towards making us a leader in the Script mining economy."

"This appointment represents the first step in broadening Thumzup's crypto talent pool," said Robert Steele, Chief Executive Officer of Thumzup. "We plan to attract more leaders in blockchain while expanding industry alliances, such as our collaboration with Coinbase, to accelerate the development of this business line."

Hoffman has been active in the cryptocurrency industry since 2011. Over the past decade, he has launched several

blockchain projects, including Superposition Finance and Moveposition, each of which has reached a significant market capitalization. He has built a reputation for creating ecosystems and communities that endure, blending product vision with execution and growth. His reputation rests on an ability to blend product vision with ecosystem growth, making him a trusted voice in the Dogecoin economy.

Through his advisory role, Hoffman will support Thumzup's plans to align its mining operations with DogeOS-powered yield strategies, including staking, DeFi integrations, and more. These activities are designed to enhance economics for Thumzup while contributing to the growth of the wider Dogecoin app ecosystem.

"I'm honored to join the Crypto Advisory Board," said Alex Hoffman. "Thumzup's pending merger with Dogehash and its commitment to putting Dogecoin to work through DogeOS make it a meaningful contributor to the next phase of Dogecoin adoption. I look forward to seeing how these efforts create value both for the community, developers, and partners."

Thumzup recently announced a proposed acquisition of Dogehash ([dogehashtech.com](https://dogehashtech.com)) which will be put to a shareholder vote later this year. Dogehash currently operates approximately 2,500 Script ASIC miners, across three data centers in North America, with additional units expected to be deployed 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 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 successfully consummate the merger with Dogehash, our ability to become a leader in the Script mining economy, our ability to attract more leaders in blockchain while expanding our industry alliances, and our expectation that our strategies will enhance economics for Thumzup while contributing to the growth of the wider Dogecoin app ecosystem.. 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. 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.

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