



Thumzup®

NEWS RELEASE

Thumzup Launches on X Corp, Transforming Social Media Advertising Potential with Access to Over 535M Active Users

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Thumzup advertisers can now pay users for tweets about their brands on X

Thumzup's integration with Elon Musk's X expands its service offerings across more advertising verticals

Thumzup Media Corporation (Nasdaq: TZUP), an emerging leader in social media branding and programmatic marketing solutions, has announced the official integration of its platform with Elon Musk's X Corp (formerly Twitter). This milestone grants Thumzup advertisers access to X's impressive base of 535 million monthly active users ⁽¹⁾, positioning the Company as a disruptive force in digital advertising.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20241211121196/en/>

Thumzup Launches on X (Graphic: Business Wire)

This milestone positions

Thumzup to harness the

dynamic and rapidly growing ecosystem of X, offering real-time engagement and impactful, locally targeted campaigns for advertisers. Thumzup's platform now enables advertisers to implement an authentic advertising solution, connecting brands and businesses with passionate users who genuinely love their products and services, driving stronger reach and impact.

"Our launch on X Corp signifies a quantum leap in Thumzup's mission to revolutionize advertising," said Robert Steele, CEO of Thumzup. "By merging our innovative tools with X's massive audience, we believe we can deliver strong opportunities for brands to scale their visibility and engagement at new levels."

Key growth drivers include:

- Expansion involving scaling operations on one of the world's largest platforms to tap into a rapidly expanding digital ad market.
- New revenue model that pays users directly for brand mentions via its proprietary app, enabling authentic word-of-mouth marketing and incentivized user participation.
- Cutting-edge technology delivering a seamless, programmatic advertiser dashboard designed for programmatic targeting and campaign optimization.

As the global digital ad market surges toward \$700 billion (2), Thumzup aims to be uniquely positioned to secure a dominant stake through innovation, measurable outcomes, and a user-centric approach.

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.

Featured on **CBS Los Angeles** and **KTCA**, Thumzup continues to make waves as a next-generation leader in social media marketing solutions.

- (1) <https://www.wsj.com/articles/by-remaking-twitter-elon-musk-created-an-opening-for-rivals-c6c8310d>
- (2) <https://www.statista.com/statistics/237974/online-advertising-spending-worldwide/>
- (3) <https://www.emarketer.com/content/us-digital-ad-spend-growth-recover-next-year>

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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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