



NEWS RELEASE

Thumzup Media Corporation Announces Strategic Expansion into Digital Asset Mining and Treasury Investments

2025-08-13

- \$50 Million Capital Raise Fuels Growth as U.S. Emerges as Global Digital Asset Hub

LOS ANGELES, Aug. 13, 2025 /PRNewswire/ -- **Thumzup Media Corporation** (Nasdaq: TZUP) ("Thumzup" or the "Company"), a digital asset accumulator and advertising industry disruptor, today announced a strategic and significant expansion of its Digital Asset Treasury ("DAT") strategy to include large-scale cryptocurrency mining and targeted blockchain investments. The initiative follows the Company's recently completed \$50 million capital raise, designed to accelerate material developments in the fast-growing digital asset sector.

Capitalizing on the United States' rise as the digital asset capital of the world, Thumzup is leveraging its operational expertise and innovative culture intending to establish a scalable, sustainable mining infrastructure and a diversified portfolio of high-potential cryptocurrencies.

Thumzup will deploy capital into state-of-the-art cryptocurrency mining infrastructure, prioritizing energy efficiency, operational scalability, and long-term sustainability. The Company is actively engaging with leading mining technology providers to accelerate the buildout and position its operations at the forefront of the industry.

In parallel, Thumzup will strategically expand its DAT through targeted accumulation of established cryptocurrencies. This dual approach, combining mining with diversified digital asset investments, is designed to strengthen the Company's financial resilience, generate new revenue streams, and create long-term shareholder value.

"This is a transformative step in Thumzup's evolution," said Robert Steele, CEO of Thumzup Media Corporation.

"With a strengthened capital base and a clear strategic vision, we are expanding our reach into high-growth areas of

the digital economy. Our focus is on building durable, revenue-generating assets while positioning the Company as a leader in digital asset mining and treasury management."

For more information about Thumzup Media Corporation and its initiatives, visit www.thumzupmedia.com.

About Thumzup®

Thumzup Media Corporation is pioneering a new era of digital marketing and financial innovation. The Company operates a proprietary platform that empowers users to earn cash for sharing branded content on social media, seamlessly managed through a programmatic advertiser dashboard. Payments are made via PayPal and other leading digital channels.

In parallel with the growth of its AdTech platform, Thumzup has strategically expanded 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.

Forward-Looking Statements

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 the Company's potential growth and expansion and the acquisition of digital assets and a change of circumstances and adverse changes in the crypto market including federal legislation and adverse regulations. 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.

View original content to download multimedia:<https://www.prnewswire.com/news-releases/thumzup-media-corporation-announces-strategic-expansion-into-digital-asset-mining-and-treasury-investments-302528266.html>

SOURCE Thumzup Media Corporation