



NEWS RELEASE

Thumzup Media Corporation Surpasses 900 Advertisers, Achieving a New Growth Milestone on Its Proprietary AdTech Platform

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- Company Aims to Exceed 1,000 Advertisers by Mid-Q2 and 5,000 Advertisers by the End of 2025
- Thumzup's Plans Further Accelerate Growth and Market Penetration of its Innovative AdTech Platform

LOS ANGELES, May 2, 2025 /PRNewswire/ -- **Thumzup Media Corporation** ("Thumzup" or the "Company") (Nasdaq: TZUP), an emerging leader in social media branding and programmatic marketing solutions, is excited to announce it has surpassed 900 advertisers, a CAGR (Compound Annual Growth Rate) of 220%, marking a significant milestone in the Company's rapid expansion within the digital advertising space. Thumzup's growth trajectory remains strong, and the Company expects to reach 1,000 advertisers by mid-Q2 and 5,000 advertisers by the end of 2025.

Known for its pioneering AdTech platform, Thumzup has achieved remarkable growth, supported by strategic market expansions across regions, including across Southern California, South Florida, Miami, and the Greater Salt Lake City area. The platform integrates with major social media channels such as Instagram Reels and X (formerly Twitter), reaching over 535 million monthly active users, and offers enhanced engagement opportunities for brands.

"Surpassing 900 advertisers is a major achievement for Thumzup and further validates the increasing demand for our platform," said Robert Steele, CEO of Thumzup. "Our continued investment in market expansion and technological innovation is driving strong adoption, positioning us for sustained growth and success. We are proud to see such momentum and are looking forward to the path ahead."

The Thumzup app is available for download on the [App Store](#) and [Google Play](#).

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 Los Angeles](#) and in [KTLA](#).

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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