NEWS RELEASE

Thumzup Media Corporation's Board of Directors Authorizes Company to Hold up to $250 Million in Cryptocurrencies

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Board has Approved Thumzup to Diversify its Cryptocurrency Portfolio beyond Bitcoin (BTC) by Accumulating Ether (ETH), Solana (SOL), Ripple (XRP), Dogecoin (DOGE), Litecoin (LTC), and Stablecoin USDC

LOS ANGELES, July 17, 2025 /PRNewswire/ -- **Thumzup Media Corporation** ("Thumzup" or the "Company") (Nasdaq: TZUP), an emerging innovator at the intersection of crypto asset strategy and next-gen AdTech, announced today its Board of Directors has authorized the Company to hold up to $250 million in cryptocurrencies including: Bitcoin (BTC), Ether (ETH), Solana (SOL), Ripple (XRP), Dogecoin (DOGE), Litecoin (LTC), and Stablecoin USDC.

"As the U.S. federal government moves toward more crypto-friendly policies and greater regulatory clarity, Thumzup is committed to remaining at the forefront of this transformative technology," said Robert Steele, CEO of Thumzup. "By diversifying our portfolio of cryptocurrencies to gain wider exposure to the market as a whole, we believe Thumzup is optimally positioned to create significant value for TZUP shareholders."

About Thumzup®

Thumzup Media Corporation (Nasdaq: TZUP) 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.

Thumzup is also developing its patent-pending Lifestyle AI Agent Marketplace, which aims to revolutionize lifestyle planning by offering curated, AI-powered experiences.

The Thumzup app is available for download on the **App Store** and **Google Play**. The Company has been 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 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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