NEWS RELEASE

Thumzup Unveils Planned Strategic Integration with Elon Musk's X Corp. (formerly Twitter)

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Thumzup's expansion onto X aims to reach a massive audience of 535 million monthly active users, potentially driving unprecedented growth for its proprietary advertising platform

Social media users have already earned over $250,000 with Thumzup's innovative advertising platform that drives real results for brands

X experienced +12.5% YoY growth in time spent on the social network [i]

Thumzup Media Corporation (“Thumzup” or the “Company”) (Nasdaq: TZUP), an emerging leader in social media branding and programmatic marketing solutions, announced its plans to redefine digital advertising by integrating its disruptive ad tech platform with Elon Musk’s X Corp. (formerly Twitter), a social media giant with over 535 million monthly active users. This expansion aligns with Thumzup's mission to maximize advertiser reach and turn everyday users into brand ambassadors.

This press release features multimedia. View the full release here:
https://www.businesswire.com/news/home/20241203177671/en/

Thumzup to integrate with X (Graphic: Business Wire)

By integrating with X, Thumzup expands its potential reach to a massive and engaged audience, complementing its existing presence on Instagram. This would position Thumzup for continued growth in the booming digital advertising market which is expected to exceed $1 trillion by 2027. [ii]

Platform Features Include:

- Unified campaign management to create and customize branded content for X and Instagram, with planned

expansion to other social media platforms, via a streamlined interface.
- Enhanced audience targeting to boost campaign efficacy by aligning content with platform-specific user demographics and behaviors.
- Monetization for users to revolutionize influencer marketing by enabling individuals to earn variable cash rewards for authentic brand endorsements, paid via PayPal and Venmo.

"Our planned integration with X Corp. marks a transformative milestone for Thumzup," said Robert Steele, CEO of Thumzup. "Since our inception, Thumzup has aimed to expand to other social media platforms. Having achieved milestones such as paying out over $250,000 to our users for an approximately 25,000 Instagram posts and recently listing our company on Nasdaq, we are now aggressively moving forward to broaden our reach. We expect this integration to occur by the end of January 2025. Once implemented, it should significantly amplify Thumzup's impact, enabling advertisers to leverage trusted user voices to drive scalable and authentic engagement."

Additionally, X's broader base of posts due to its more open nature presents a unique opportunity for Thumzup to explore new advertising content not currently permitted on Instagram. This expansion will allow Thumzup to tap into a wider variety of content and advertising strategies, fostering innovation and reaching audiences in new and impactful ways.

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.

[i] **https://business.x.com/en/advertising** (X Business 2024)

[ii] **https://www.bccresearch.com/pressroom/ift/pioneering-the-path-to-a-12-trillion-digital-ad-market-by-2027** (BCC Research 2024)

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