NEWS RELEASE

Thumzup Welcomes Hope and Sesame® Sesamemilk to AdTech Platform as Brand Launches in Costco Warehouse Stores Across Pacific Northwest

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Fans of Hope and Sesame ® 's Barista Blend can now get paid cash to post on Instagram ® through Thumzup's app

Barista Blend is available in 20 Costco locations across the Pacific Northwest

Los Angeles, CA, March 11, 2024 (GLOBE NEWSWIRE) -- **Thumzup ® Media Corporation** ("Thumzup" or the "Company") (OTCQB: TZUP) is excited to announce its latest partnership with the Planting Hope Company's **Hope and Sesame ® Barista Blend Sesamemilk** on its proprietary social media AdTech platform. This collaboration marks a significant milestone for Thumzup as it broadens its reach beyond Los Angeles, targeting an expansion into 18 new cities in 20 Costco locations across four states: Washington, Oregon, Idaho and Alaska.

Now consumers in Washington, Oregon, Idaho and Alaska will have the opportunity to get paid $10 when they make a post on Instagram through the Thumzup app about **Hope and Sesame ® 's Barista Blend Sesamemilk** . The Thumzup app is available on the **App Store** and **Google Play** .

Having garnered substantial acclaim and positive feedback from the Los Angeles community, Thumzup plans to replicate its success on a larger scale, beginning with the Northwest. The Company's innovative approach, monetarily rewarding users for sharing brand experiences on social media platforms via the Thumzup app, is revolutionizing promotional strategies and user engagement, fostering a unique connection between brands and consumers.

"We are proud to welcome Hope and Sesame ® to the Thumzup family. This collaboration signifies a major leap forward in our mission to connect brands and consumers in meaningful ways," said Robert Steele, CEO and Founder of Thumzup. "This strategic expansion into new markets is a testament to the incredible response we've

received from the Los Angeles community. We believe that by joining forces with an innovative brand like Hope and Sesame ® that has created a new on-trend category in the skyrocketing plant milk market with their breakthrough sesamemilk, we are not only broadening our reach but also enriching the consumer experience with rewarding interactions that spotlight sustainable, quality products. Our vision is to transform the landscape of social media marketing, making it more genuine and engaging for users across the nation."

The partnership implements a dual-strategy approach to foster both Thumzup and Hope and Sesame ® 's expansion and consumer engagement. The first aspect of this strategy enables Thumzup to utilize Hope and Sesam ® e's existing placements in Costco stores across various states, aiding in broadening its market footprint. Concurrently, the collaboration aims to enhance Hope and Sesame ® 's brand resonance and deepen consumer connection to further amplify product sales.

"We are excited to launch our breakthrough Barista Blend on the Thumzup App so our Costco consumers in the Pacific Northwest can help spread awareness about Hope and Sesame ® in one of our key growth markets," commented Julia Stamberger, CEO & Co-Founder of The Planting Hope Company. "With 2x the protein of almond and oat barista milks and a dramatically lower water footprint, planet-friendly sesamemilk froths, foams, steams and performs like a dream in hot and iced beverages – Hope and Sesame is poised to be a favorite of influencers, plant-milk aficionados, and coffee-lovers as they discover it and add sesamemilk to their beverages! As we continue to expand our brands nationwide, we understand the power of social media and look forward to our products going viral."

For additional details on locating Hope and Sesame ® products near you, please refer to the following list of Costco locations that carry **Hope and Sesame ® Barista Blend Sesamemilk** .

Washington:

- Bellingham, WA | 4125 Arctic Ave, 98226
- Issaquah, WA | 1801 10th Ave NW, 98027
- Kennewick, WA | 8505 W. Gage Blvd, 99336
- Seattle, WA | 4401 4th Ave S, 98134
- Shoreline, WA | 1175 N 205th St, 98133
- Silverdale, WA | 10000 Mickelberry Rd NW, 98383
- Spokane N, WA | 12020 N Newport Hwy, 99218
- Spokane, WA | 5601 E Sprague Ave, 99212
- Tukwila, WA | 400 Costco Dr Ste 150, 98188

Oregon:

- Bend, OR | 2500 NE Highway 20, 97701
- Central Point, OR | 3075 Hamrick Road, 97502
- Clackamas, OR | 13130 SE 84th Ave, 97015
- Eugene, OR | 2828 Chad Dr, 97408
- Hillsboro, OR | 1255 NE 48th Ave, 97124
- Portland, OR | 4849 NE 138th Ave, 97230
- Salem, OR | 4885 27th Ave. SE, 97306
- Tigard, OR | 7850 SW Dartmouth St, 97223

Idaho

- Couer D'Alene, ID | 355 E Neider Ave, 83815

Alaska:

- Anchorage, AK | 330 W Dimond Blvd, 99515
- NE Anchorage, AK | 4125 Debarr Rd, 99508

About The Planting Hope Company Inc.

Planting Hope is reimagining and reinventing food today so that our planet can feed 10 billion people tomorrow. A Foodtech-driven company at the forefront of sustainable consumer food and beverage evolution, Planting Hope transforms nutrient-dense, widely cultivated crops into innovative, nutrient-rich products that reimagine pantry staples in the largest, fastest growing global food categories.

Our award-winning breakthrough brands, including Hope and Sesame ® Sesamemilk, RightRice ® High-Protein Veggie Rice, and Mozaics ™ Real Veggie Chips, are not only disrupting global markets but also significantly reducing environmental footprints. Available across the US and Canada in grocery retailers (Whole Foods Market, Sprouts Farmers Markets), and in select Costco Locations in the Pacific Northwest and Alaska, and through food service operators (CAVA Mediterranean restaurants), and e-commerce and alternative retail channels (Amazon, QVC), our products blend culinary innovation with advanced technology, offering breakthrough products with wide moats. Our products are poised to disrupt global food and beverage categories, make a positive impact on the world, and provide investors with valuable opportunities in the growing sustainable food market.

This is the food that Gen Z is demanding and that Gen Alpha will grow up with this is the future of food.

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 News Los Angeles** and is a publicly traded company (OTCQB stock ticker: TZUP). For more information, please visit **https://www.thumzupmedia.com** .

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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Attachment

- **Thumzup Media Corporation**