NEWS RELEASE

Thumzup® Welcomes Rütean to its Proprietary Cash Rewards Platform

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Available in the App Store and Google Play, Thumzup Enables Virtually Everyone to Earn Cash Rewards for Posting on Social Mediaabout the Brands They Love

Los Angeles, CA, Oct. 30, 2023 (GLOBE NEWSWIRE) -- Thumzup Media Corporation ("Thumzup" or the "Company") (OTCQB: TZUP) is excited to welcome Rütean to its AdTech platform, offering cash rewards for user-generated social media content.

The Thumzup mobile app, which is available for download in the App Store and Google Play, incentivizes virtually everyone to become social media advocates for the brands they enjoy by paying them cash for approved posts.

“We’re thrilled to welcome Rütean to the Thumzup Platform,” stated Robert Steele, Founder and Chief Executive Officer of Thumzup. “Thumzup’s users are now able to earn cash while nourishing their bodies with the natural supplements that Rütean offers. Thumzup users can further boost their immune systems with powerhouse superfoods like reishi, cordyceps, and lion’s mane, all offered online by Rütean at a great rate. We look forward to continuing our commitment to helping grow Rütean’s customer base and sales.”

For more information, please visit **https://www.thumzupmedia.com** and **https://therutean.com/** .

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 Venmo and PayPal.

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

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 its potential growth, impacts on the advertising industry, 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**