



NEWS RELEASE

## Newsmax Broke Ratings Records in July

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BOCA RATON, Fla.--(BUSINESS WIRE)--Newsmax Inc. ("Newsmax" or the "Company") is pleased to announce that ratings continue to be strong with July data showing record-breaking results for the Company's cable channel and other platforms.

Nielsen reported on Newsmax's July 2024 and found:

22.6 million viewers tuned into Newsmax – up 68% since July 2023 and 46% since June 2024.

Newsmax was a top 10 cable channel in total viewers for 9a to 8p.

The Company was #2 for viewer "Engagement" for all of cable news in key 35-64 demo.

Newsmax Prime Time beat CNBC, Fox Business and Newsnation combined.

Separately, data from OTT platforms showed the Company's Newsmax2 streaming channel had a viewership of over 40 million, an increase of 30% year-over-year.

Also Newsmax.com, the Company's digital property, saw significant growth in July with 7.1 million unique users -- up 54% since last year – making over 70 million page views.

"Tens of millions of Americans are voting with their remote controls, their clicks, and their apps for Newsmax," Newsmax CEO Christopher Ruddy said.

Ruddy also said Newsmax continues to see big increases across all of its platforms because Americans want "fresh, honest and reliable news and we're delivering it."

This past June a Reuters survey of global media found that Newsmax was among the top 12 U.S news brands Americans were turning to regularly for news.

Important: Newsmax announced plans for a public offering in late 2024/early 2025. The company also announced that eligible investors can buy pre-IPO Preferred Shares with a 7% dividend -- See More at [www.NewsmaxInvest.com](http://www.NewsmaxInvest.com).

## About Newsmax

Newsmax Inc. is a holding company that owns 100% of the equity interests of its operating company Newsmax Media, Inc. Newsmax Media, Inc. is a broadcasting and multimedia company that offers Americans independent news. Since its founding in 1998 by Christopher Ruddy, an award-winning journalist, Newsmax has become a go-to place for Americans seeking real news and opinion.

Newsmax operates the Newsmax channel, now the fourth highest-rated cable news channel, according to Nielsen, and available on all major cable systems and OTT platforms. Nielsen reported that Newsmax was the only cable news channel to see ratings growth across all dayparts in 2023.

Newsmax's media properties reach more than 40 million Americans regularly through the Newsmax channel, its free streaming channel Newsmax2, the Newsmax App and its streaming service Newsmax+, its website Newsmax.com, and publications like Newsmax Magazine. More than 16 million people follow Newsmax on social media platforms like Twitter, Facebook, LinkedIn, and Truth Social.

Forbes calls Newsmax “a news powerhouse.”

Through its media outlets Newsmax champions a free press, one that provides Americans with balanced coverage, diverse viewpoints, and honest debates on the issues affecting our lives.

Newsmax Inc., based in Boca Raton, Fla., with offices in Washington, D.C. and New York City, is a privately held company headed by its CEO and largest shareholder Christopher Ruddy. For more information about Newsmax, please visit <https://www.NewsmaxInvest.com>.

\*DISCLAIMER: Please note: Accredited investors are defined under Rule 506(c) of Regulation D promulgated by the Securities and Exchange Commission under the Securities Act, as amended (the “Securities Act”). Investors should consider the investment objectives, risks and investment time horizon of the Company carefully before investing.

The Shares offered in the private offering will not be and have not been registered under the Securities Act of 1933, as amended, and may not be offered or sold in the United States absent registration or an applicable exemption from registration requirements. Investing in these securities involves a high degree of risk, and investors should be able to bear the loss of their entire investment. Furthermore, investors must understand that such investment

could be illiquid for an indefinite period of time.

Additional details of the offering, including a private placement memorandum, can be found at [NewsmaxInvest.com](http://NewsmaxInvest.com).

Under Rule 506(c), general solicitation of offerings is permitted, however, purchasers in a Rule 506(c) offering must be "accredited investors."

The SEC defines the term "accredited investor" in Rule 501(a). Generally, individuals are considered accredited investors if they have a net worth greater than \$1 million (excluding their primary residence) or incomes in excess of \$200,000 in the last two years with the expectation of the same in the current year (or \$300,000 with a spouse).

At the closing of the company's anticipated public offering, the company will convert all shares sold in this private offering (Series B 7% Preferred Offering) to common shares. To the extent such common shares are not tradeable after a statutory holding period, Newsmax intends to file a registration statement with the Securities and Exchange Commission that will seek to register these common shares, subject to approval by the Commission, that will allow them to be traded on a public exchange.

The Company is "Testing the Waters" under Regulation A under the Securities Act of 1933. The Company is not under any obligation to make an offering under Regulation A. No money or other consideration is being solicited in connection with the information provided, and if sent in response, will not be accepted. No offer to buy the securities can be accepted and no part of the purchase price can be received until an offering statement on Form 1-A has been filed and until the offering statement is qualified pursuant to Regulation A of the Securities Act of 1933, as amended, and any such offer may be withdrawn or revoked, without obligation or commitment of any kind, at any time before notice of its acceptance given after the qualification date. Any person's indication of interest involves no obligation or commitment of any kind. The information in that offering statement will be more complete than the information the Company is providing now, and could differ materially. You must read the documents filed. No offer to sell the securities or solicitation of an offer to buy the securities is being made in any state where such offer or sale is not permitted under the "blue sky" or securities laws thereof. No offering is being made to individual investors in any state unless and until the offering has been registered in that state or an exemption from registration exists therein. The securities offered using Regulation A are highly speculative and involve significant risks. The investment is suitable only for persons who can afford to lose their entire investment. Furthermore, investors must understand that such investment could be illiquid for an indefinite period of time. No public market currently exists for the securities, and if a public market develops following the offering, it may not continue. The Company intends to list its securities on a national exchange and doing so entails significant ongoing corporate obligations including but not limited to disclosure, filing and notification requirements, as well compliance with applicable continued quantitative and qualitative listing standards.

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