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Amaze Expands Into the Metaverse Through Strategic Partnership with Dubit

Amaze and Dubit Join Forces to Build Immersive Brand Experiences Across Gaming Platforms

NEWPORT BEACH, Calif., Oct. 30, 2025 (GLOBE NEWSWIRE) -- **Amaze Holdings, Inc. (NYSE American: AMZE)** (**"Amaze"**) a global leader in creator-powered commerce, today announced a strategic partnership with Dubit.io ("Dubit"), one of the leading metaverse and gaming studios behind some of the world's most engaging virtual experiences, including Roblox and Fortnite. Together, the companies will develop and launch Amaze-connected 3D storefronts across popular gaming environments, transforming how creators and brands engage fans and drive commerce in the metaverse.

This collaboration combines Amaze Moments, an adaptive AI engine, with Dubit's world-class gaming and virtual expertise, enabling players to transform their storefronts with more products directly inside immersive gaming environments.

"The future of commerce is community-driven and experiential," said Aaron Day, CEO of Amaze. "By integrating with Dubit's partner game network, we're giving both creators and brands an entirely new way to engage with their audiences."

Under this partnership, Dubit will manage integrations with its partner game network to host Amaze-connected 3D stores. The Dubit team will design the merchandise alongside Amaze and its Digital Fits team, optimize stores to increase engagement and visits, and refresh product lineups to streamline revenue.

"We have seen firsthand how seamlessly in-game experiences and commerce can converge when the right creative and technology comes together," said Matthew Warneford, CEO of Dubit. "By partnering with Amaze, we're empowering developers and creators to unlock new revenue streams while giving fans a more interactive, personalized way to connect with the brands and creators they love inside their favorite games."

Participating games and creators have an opportunity to earn revenue from customized merchandise sales within their game with minimal time commitment required. Dubit will manage every aspect of the experience, allowing developers and creators to focus on building engaging worlds and communities.

The first Amaze 3D storefronts are scheduled to go live across select Dubit partner games in the coming months, with additional rollouts planned through 2026.

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About Amaze:
Amaze Holdings, Inc. is an end-to-end, creator-powered commerce platform offering tools for seamless product creation, advanced e-commerce solutions, and scalable managed services. By empowering anyone to “sell anything, anywhere,” Amaze enables creators to tell their stories, cultivate deeper audience connections, and generate sustainable income through shoppable, authentic experiences. Discover more at www.amaze.co.

About Dubit:
Dubit is a full-service gaming agency making brands playable in Roblox, Fortnite, and beyond. As Gen Z and Gen A spend more time in gaming worlds like Roblox than on TikTok or YouTube, Dubit helps brands connect with audiences where they socialise and play.
Dubit helps brands turn virtual engagement into real-world impact - it has already sold millions in avatar apparel, boosted offline sales, and driven tens of thousands of Roblox players into real world stores.
Through a combination of expertise in game design, technology, commerce, and marketing with deep youth research and AI-powered tools, Dubit partners with global brands including adidas, Kraft, L’oreal, and H&M to deliver games and experiences that achieve measurable results at scale.
A pioneer in immersive shopping, Dubit has launched pop up shops and experiential stores for brands all over the world, utilising its network of incredibly popular partner games.
Discover more at dubit.io

Cautionary Note Regarding Forward-Looking Statements
This press release contains “forward-looking statements” within the meaning of Section 27A of the Securities Act and Section 21E of the Securities Exchange Act of 1934, as amended (the “Exchange Act”). These statements relate to future events and developments or to our future operating or financial performance, are subject to risks and uncertainties and are based on estimates and assumptions. Forward-looking statements may include, but are not limited to, statements about our planned acquisitions, strategies, initiatives, growth, revenues, expenditures, the size of our market, our plans and objectives for future operations, and future financial and business performance. These statements can be identified by words such as such as “may,” “might,” “should,” “would,” “could,” “expect,” “plan,” “anticipate,” “intend,” “believe,” “estimate,” “predict,” “potential” or “continue,” and are based our current expectations and views concerning future events and developments and their potential effects on us.

These statements are subject to known and unknown risks, uncertainties and assumptions that could cause actual results to differ materially from those projected or otherwise implied by the forward-looking statement. These risks include: our ability to execute our plans and strategies; our limited operating history and history of losses; our financial position and need for additional capital; our ability to attract and retain our creator base and expand the range of products available for sale; we may experience difficulties in managing our growth and expenses; we may not keep pace with technological advances; there may be undetected errors or defects in our software or issues related to data computing, processing or storage; our reliance on third parties to provide key services for our business, including cloud hosting, marketing platforms, payment providers and network providers; failure to maintain or enhance our brand; our ability to protect our intellectual property; significant interruptions, delays or outages in services from our platform; significant data breach or disruption of the information technology systems or networks and cyberattacks; risks associated with international operations; general economic and competitive factors affecting our business generally; changes in laws and regulations, including those related to privacy, online liability, consumer protection, and financial services; our dependence on senior management and other key personnel; and our ability to attract, retain and motivate qualified personnel and senior management.

Additional risks and uncertainties that could cause actual outcomes and results to differ materially from those contemplated by the forward-looking statements are included in our Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and other future filings and reports that we file with the Securities and Exchange Commission (SEC) from time to time. Given these risks and uncertainties, you should not place undue reliance on these forward-looking statements. Also, these forward-looking statements represent our estimates and assumptions only as of the date of the press release. Unless required by law, we undertake no obligation to update or revise any forward-looking statements to reflect new information or future events or developments.

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Source: Amaze Holdings, Inc