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Amaze Expands Creator Merchandising with Plushies

New offering enables creators to launch customizable plush products with global fulfillment and direct-to-fan commerce powered by OpenWav.AI

NEWPORT BEACH, Calif., Jan. 29, 2026 (GLOBE NEWSWIRE) -- **Amaze Holdings, Inc. (NYSE American: AMZE)** (**"Amaze"**) a global leader in creator-powered commerce, today announced it has expanded its creator store merchandise to include customizable plushies. Through its strategic partnership with Op3N LLC ("OpenWav.AI"), Amaze now enables eligible creators worldwide to design and launch customized plush products with international fulfillment, leveraging OpenWav.AI's global supply chain and production capabilities.

This move comes as the U.S. stuffed animals and plush toys market is projected to grow from roughly $3.5 billion in 2025 to over $6 billion by 2033, underscoring strong and sustained demand for plush products and branded merchandise.[1] By broadening merchandise options, Amaze will empower creators to unlock new revenue streams while strengthening fan engagement worldwide. The addition of high-quality plushies further positions Amaze as a full-service commerce platform built to support creators at every stage of growth.

The new plush offering is supported by OpenWav.AI's inventory-light commerce infrastructure, enabling creators to monetize direct fan relationships with an end-to-end workflow that can scale globally. OpenWav.AI's platform approach is designed to help creators launch, manage, and grow commerce programs with a professional storefront experience, reliable production, and global fulfillment, without shifting creators into logistics and customer service roles.

Amaze's plushies merchandise capabilities will roll out in two phases.

- **Phase one:** The initial phase is now live and available for select, managed Amaze creators who can create, design, and sell customized plushies as exclusive merchandise drops. Once eligible creators reach the required minimum order quantity, OpenWav.AI's global supply network will allow faster, reliable, and more efficient production.
- **Phase two:** This next phase launches later this year and will expand access to all creators on the Amaze platform, enabling print-on-demand plushies that can be designed, sold, and fulfilled directly to fans without the need to manage inventory, logistics, or international shipping.

OpenWav.AI's infrastructure is built to support large-scale production with consistent quality and dependable fulfillment, meeting the demands of high-volume, global consumer brands in

more than 70 countries. The partnership is designed to help creators convert fan demand into commerce efficiently, while maintaining control over the creator-to-fan relationship and the experience delivered to fans.

“Amaze is focused on helping creators turn audience passion into sustainable income,” said Aaron Day, CEO of Amaze. “Plushies are a powerful example of how creators can connect with fans through customized products that feel personal and are collectible. By leveraging OpenWav.AI’s global commerce and fulfillment capabilities, we are making it easier than ever for creators to bring these products to fans around the world.”

OpenWavAI CEO and Co-Founder Jaeson Ma added, “Fans want meaningful products that extend the artist experience beyond music and content. Our plushies are of the highest quality available in the market and offer a unique, new way to build connections with audiences. Together with Amaze, we are providing creators with the foundation and support they need to launch reliable, top tier products globally while staying focused on creativity and community. OpenWav.AI’s platform is built to help creators monetize direct relationships with fans using inventory-light infrastructure and first-party fan data.”

The customizable plushie offering is now available to eligible Amaze creators.

For investor information, please contact IR@amaze.co

For press inquiries, please contact PR@amaze.co

Source: *Stuffed Animals and Plush Toys Market Size to Reach USD 26.20 Billion by 2033 Owing to the Rising Demand for Educational and Character-based Plush Toys Globally | SNS Insider*

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.

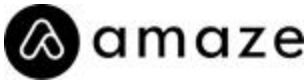
About OpenWav.AI:
OpenWav is a next-generation music platform that empowers artists to monetize and engage their superfan communities, available on the App Store and Google Play Store. OpenWav enables artists to create their own branded products risk-free, while providing world-class proprietary technology tools and global supply chain. OpenWav is co-led by media executive, artist, and serial entrepreneur Jaeson Ma, who has a successful track record launching companies including 88rising, EST Studios, Stampede Ventures, East West Ventures, and an early investor in Muscial.ly (TikTok) & other consumer tech platforms; and Eric Tu, an award-winning development executive who’s worked with artists such as Beyonce, Kendrick Lamar, Selena Gomez, and Bjork; and major brands including Nike, Beats by Dre and Google.

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.



Source: Amaze Holdings, Inc