February 5, 2026

Amaze to Provide Merchandising Services as Official Merchandise Sponsor of the Winter Music Conference 2026

Amaze Brings Premium Merchandise Offerings to the Popular EDM Event in Miami this Spring

NEWPORT BEACH, Calif., Feb. 05, 2026 (GLOBE NEWSWIRE) -- **Amaze Holdings, Inc. (NYSE American: AMZE)** (**"Amaze"**) a global leader in creator-powered commerce, announced today a collaboration with Winter Music Conference 2026 ("WMC 2026") as their official branded merchandise partner. WMC 2026 will take place March 24-26 in Miami, Florida, and is widely known as the world's longest running electronic music conference, bringing together artists, producers, industry executives, creators, and fans for multiple days of programming, education, networking, and live experiences.

Through this collaboration, Amaze will provide official WMC 2026 merchandise and digital engagement opportunities for attendees both on site and online. Amaze's presence at WMC 2026 will enable electronic music enthusiasts and industry professionals to access exclusive apparel and branded products that celebrate the culture and creative spirit of this iconic electronic dance music event.

In addition to serving as the official merchandise sponsor, Aaron Day, Chief Executive Officer of Amaze, will participate as a panelist on "The Pop Up Shop - Creating Revenue, Building Brand, and Empowering Fans." The discussion will focus on how artists and brands can leverage merchandise, brand partnerships, and premium retail experiences to drive revenue while deepening fan engagement.

"As we continue to expand Amaze's role within the music and live events ecosystem, our involvement with Winter Music Conference 2026 represents a meaningful opportunity to support one of the most influential gatherings in electronic music," said Day. "WMC has long served as a hub for innovation and community within music culture, and we are excited to enhance the experience through premium merchandise and engaging touchpoints that connect creators and fans."

WMC 2026 will feature keynote presentations, panel discussions, workshops, exhibitor showcases, and networking events held throughout Miami during Miami Music Week. The conference is designed to bring together creators, industry leaders, and innovators across music, technology, and culture.

As Amaze continues to grow its presence across major music and cultural events, this collaboration reflects the Company's ongoing commitment to empowering creators, enhancing live experiences, and strengthening connections between brands and their audiences.

For additional information on WMC 2026, including registration details and access to discounted hotel accommodations, visit the official WMC 2026 website.

For investor information, please contact IR@amaze.co

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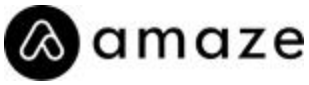
About Amaze:
Amaze Holdings, Inc. is an end-to-end, creator-powered commerce platform offering tools for seamless product creation, advanced e-commerce solutions, and scalable managed services. By empowering anyone to "sell anything, anywhere," Amaze enables creators to tell their stories, cultivate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

About Winter Music Conference:
Winter Music Conference is the longest running electronic music conference in the world. Held annually in Miami, the event convenes artists, producers, executives, creators, and fans for a curated program of panels, workshops, showcases, and networking experiences that celebrate innovation and creativity within electronic music culture.

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