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Amaze Holdings and C2 Establish Revenue Referral Partnership

Reciprocal partnership pairs the two platforms to accelerate growth on both sides, building on Amaze's strategic investment in C2

COSTA MESA, Calif., Sept. 16, 2026 (GLOBE NEWSWIRE) -- Amaze Holdings, Inc. (NYSE American: AMZE) ("Amaze"), a company focused on creator-powered commerce, today announced it is deepening its relationship with C2 Live Inc. ("C2") (C2Live.co), a creator-first live social platform and subsidiary of C2 Capital Group, Inc., through a new mutual referral partnership. Building on the company's previously announced strategic investment, the partnership puts Amaze's and C2's ecosystems to work for one another — turning a capital relationship into an active, revenue-generating collaboration across both platforms.

Mutual Agency Partnership

The partnership is designed to create new revenue opportunities for creators and audiences across both platforms, including expanded engagement and monetization through cross-promotional initiatives spanning each company's creator, brand and audience ecosystems. Amaze has built more than 14 million creator storefronts over the course of its history, while C2 has approximately 1.5 million registered users.

Under the arrangement, each company promotes the other across its email lists and product using dedicated affiliate links and codes. Each party earns a 10% fee on revenue from its user and creator base.

Together, the platforms are positioned to capture share of a global creator economy that Goldman Sachs projects will reach approximately $480 billion by 2027.

Management Commentary

"This partnership is about giving creators more ways to turn real-time engagement into income," said Joel Krutz, Interim Chief Executive Officer of Amaze. "By connecting our infrastructure and tools to C2's live social platform we're opening new paths for monetization across both ecosystems."

"We're excited to deepen the partnership with Amaze, this gives our users new ways to grow their audiences, and to generate new revenue," said Lamont Wilcott, Chief Executive Officer of C2.

Amaze intends to provide further information regarding the transaction as appropriate. Investors are encouraged to review Amaze's filings with the Securities and Exchange Commission at www.sec.gov.

For investor information, please contact IR@amaze.co.
For press inquiries, please contact PR@amaze.co.

About Amaze

Amaze Holdings, Inc. is an end-to-end, creator-powered commerce platform offering tools for brand development, product creation, advanced e-commerce, audience growth and scalable managed services. By helping people turn what they know, create and share into sustainable income, Amaze enables creators to build deeper audience relationships and more flexible paths to a better life. Discover more at www.amaze.co.

About C2

C2 is a creator-first live streaming platform that adds a social layer to live video by connecting creators and audiences through real-time interaction, gamification and community. Its engagement-driven model enables creators to monetize direct audience participation through virtual goods and interactive experiences. With a growing presence across North America and Asia, C2 is developing a broader suite of tools and services designed to support creators in building, engaging and monetizing their audiences. C2 is operated by C2 Live Inc., a subsidiary of C2 Capital Group, Inc. For more information, visit C2Live.co.

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 (the “Exchange Act”). These statements relate to the referral partnership with C2, the strategic investment, and the resulting future business relationship. These statements can be identified by words such as “may,” “might,” “should,” “would,” “could,” “expect,” “plan,” “anticipate,” “intend,” “believe,” “estimate,” “predict,” “potential” or “continue,” and are based on our current expectations and views concerning future events and developments and their potential effects on us. Some or all of these forward-looking statements may not occur.

Factors that could cause actual results to differ materially include, but are not limited to: (i) the risk that the referral partnership does not produce the anticipated creator acquisition or referral revenue; (ii) the incurrence of unexpected costs, liabilities or delays relating to the partnership or the investment; (iii) the occurrence of a material adverse change in the business, assets, or financial condition of C2 Capital; (iv) the risk that the anticipated benefits of the partnership or the investment are not realized on the anticipated timeline, or at all; and (v) risks include the Risk Factors contained in our filings with the SEC, including our Annual Report on Form 10-K for the year ended December 31, 2025.

Source: Amaze Holdings, Inc.

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