

October 21, 2025



Amaze Welcomes Global Gaming Influencer Mystic7 with the Launch of His Official Store

With Over 3 Million Fans Worldwide, Mystic7 Brings Exclusive Merchandise to Life Through Amaze Storefront

NEWPORT BEACH, Calif., Oct. 21, 2025 (GLOBE NEWSWIRE) -- [Amaze Holdings, Inc. \(NYSE American: AMZE\)](#) (“Amaze”) a global leader in creator-powered commerce, today announced that leading gaming influencer Mystic7 has launched his official merchandise storefront on the Amaze platform. With a fanbase of more than 3 million followers across YouTube, X, and TikTok, Mystic7’s new Amaze digital storefront brings exclusive designs and creator-branded products directly to his global community of Pokémon GO enthusiasts.

This launch marks another milestone for Amaze as it expands further into the gaming market, empowering creators across industries to design and distribute products that connect authentically with their audiences. Known for his popular Pokémon GO content and gameplay tutorials, Mystic7 is debuting a curated collection of apparel, mugs, and gaming accessories, all featuring original designs developed for his community. The collection includes limited-edition items available exclusively through the Amaze platform with products shipping worldwide.

“Creators like Mystic7 represent the next generation of entrepreneurs who are building communities, launching products, and shaping the future of e-commerce,” said Aaron Day, CEO of Amaze. “We’re thrilled to help Mystic7 bring his products to fans around the world through our full-service platform that allows creators to design, sell, and fulfill orders all in one place.”

The launch of Mystic7’s store underscores Amaze’s mission to make commerce more accessible for creators of all sizes by providing the tools, technology, and fulfillment capabilities they need to scale their businesses. Products in the Mystic7 collection range from \$10.00 to \$55.00, with select items available in limited quantities.

Fans can explore Mystic7’s new line of exclusive merchandise through his Amaze storefront today: [MYSTIC7](#).

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 seamless product creation, advanced e-commerce solutions, and scalable managed

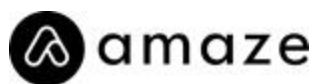
services. By empowering anyone to “sell anything, anywhere,” Amaze enables creators to tell their stories, cultivate deeper audience connections, and generate sustainable income through shoppable, authentic experiences. Discover more at www.amaze.co.

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 “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.

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