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Amaze Deepens Adobe Express Partnership with New Add-On Experience

Next phase of collaboration brings Amaze's commerce platform directly into the Adobe ecosystem, creating a seamless design-to-product journey.

NEWPORT BEACH, CALIFORNIA / [ACCESS Newswire](#) / April 1, 2025 / Amaze (NYSE American:AMZE) today announced the expansion of its partnership with Adobe Express through a new add-on experience that will bring Amaze's creator commerce platform directly into the Adobe Express ecosystem. Building on the successful [integration of Adobe Express](#) within the Spring by Amaze interface, the new add-on experience now allows Adobe Express users to discover Amaze within the Adobe Express app store and design workflow, creating a truly seamless path from creative inspiration to sellable products.

This enhanced partnership builds upon an already strong collaboration between the two companies, who have been working together to empower more individuals to build and grow sustainable businesses. By deepening this relationship, both companies reaffirm their commitment to supporting the creator economy.

The new add-on experience offers several significant benefits to existing Adobe Express customers:

- Access to Amaze's extensive catalog of 180 different customizable products
- Real-time product visualization that shows exactly how designs will appear on finished items
- Ability to launch a branded online store in minutes with just a few clicks

"Adobe Express customers can now effortlessly extend their creative work into physical and digital products," said Aaron Day, CEO at Amaze. "This collaboration opens up exciting new revenue streams for Adobe Express's diverse community and aligns perfectly with our goal of democratizing commerce for creators."

The Amaze add-on is now available in the Adobe Express add-on marketplace. Adobe Express users can search for Amaze, add the integration to their workflow, and begin creating sellable products immediately. The Adobe Express integration is also available in the Spring by Amaze interface, where users can leverage Adobe Express to effortlessly create product designs with just a few clicks.

For investor information, visit ir.amaze.co

For press inquiries, please contact investor.relations@amaze.co.

About Amaze:

Amaze Software, 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 release contains forward-looking statements within the meaning of the federal securities laws. Such statements relate to our future plans, developments, performance or financial condition, as well as our expectations regarding the corporate name change and trading symbol change. These forward-looking statements are not historical facts, but rather are based on current plans, expectations, and estimates of management of Fresh Vine and Amaze. Forward-looking statements include, but are not limited to, statements regarding our or our management team's expectations, hopes, beliefs, intentions or strategies regarding the future of the combined companies and the expected benefits of the acquisition. In addition, any statements that refer to projections, forecasts or other characterizations of future events or circumstances, including any underlying assumptions, are forward-looking statements. In some cases, you can identify forward-looking statements by the following words: "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "ongoing," "plan," "potential," "predict," "project," "should," or the negative of these terms or other similar expressions, but the absence of these words does not mean that a statement is not forward-looking.

Forward-looking statements are subject to a number of risks and uncertainties (some of which are beyond our control) that may cause actual results or performance to be materially different from those expressed or implied by such forward-looking statements. The following factors, among others, could cause actual results and the timing of events to differ materially from the anticipated results or other expectations expressed in the forward-looking statements: (i) the potential effect of the announcement of the acquisition on Amaze's or Fresh Vine's business relationships, performance and business generally, including potential difficulties in employee retention; (ii) the outcome of any legal proceedings related to the merger agreement or the acquisition (iii) the risk that Fresh Vine will be unable to maintain the listing of Fresh Vine's securities on NYSE American; (iv) the risk that the price of Fresh Vine's securities may be volatile due to a variety of factors, including changes in the competitive industries in which Fresh Vine or Amaze operates, variations in performance across competitors, changes in laws and regulations affecting Fresh Vine's or Amaze's business and changes in the capital structure; (v) the risk that the anticipated benefits of the acquisition or other commercial opportunities may otherwise not be fully realized or may take longer to realize than expected; (vi) the impact of changes in applicable law, rules, regulations, regulatory guidance, or social conditions in the countries in which customers and suppliers operate; (vii) the risk that integration of Amaze and Vine post-closing may not occur as anticipated or the combined company may not be able to achieve the growth prospects and synergies expected from the transaction, as well as the risk of potential delays, challenges and expenses associated with integrating the combined company's existing businesses; (viii) the risk that Fresh Vine and/or Amaze may not achieve or sustain profitability; (ix) the risk that Fresh Vine and/or Amaze will need to raise additional capital to execute its business plan, which may not be available on acceptable terms or at all; and (x) the risk that Fresh Vine and/or Amaze experiences difficulties in managing its growth and expanding operations. Additional factors that may affect the future results of Fresh Vine are set forth in its filings with the United States Securities and Exchange Commission (the "SEC"), which are available on the SEC's website at www.sec.gov. The risks and uncertainties described above and in the SEC filings noted above are not exclusive and

further information concerning Fresh Vine and its business, including factors that potentially could materially affect its business, financial conditions or operating results, may emerge from time to time. Readers are urged to consider these factors carefully in evaluating these forward-looking statements, and not to place undue reliance on any forward-looking statements. Readers should also carefully review the risk factors described in other documents that Fresh Vine files from time to time with the SEC. The forward-looking statements in this release speak only as of the date of this release. Except as required by law, Fresh Vine assumes no obligation to update or revise these forward-looking statements for any reason, even if new information becomes available in the future.

SOURCE: Amaze Holdings, Inc.

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