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# Amaze Unveils Next-Gen Teespring Marketplace, Streamlining Opportunities for All Creators in \$480B E-Commerce Industry

*Cutting-Edge Marketplace Designed to Increase Visibility for Creators of All Kinds While Unlocking All-New Brand Partnerships Opportunities*

NEWPORT BEACH, CA / [ACCESS Newswire](#) / April 17, 2025 / [Amaze](#) (NYSE American:AMZE) ("Amaze" or the "Company"), a global leader in creator-powered commerce, today announced a major update to its [Teespring Marketplace](#), featuring a new design and enhanced discovery features that make it easier for fans to shop and for creators to get discovered.

The update builds on momentum from the platform's March 25 relaunch and reflects Amaze's fast-paced approach to product innovation. With improved navigation, curated product collections, and a smarter layout, the platform now makes it easier for fans to browse entire categories they care about, such as gaming, pop culture, nature, music, and more. By surfacing products from multiple creators within each category, the platform creates a more engaging discovery experience while helping creators of all sizes grow their visibility and sales.

"Creators don't need millions of followers to build a real business—they need the right visibility," said Aaron Day, CEO of Amaze. "This evolution of the Teespring Marketplace reflects a shift in how discovery should work: personalized, interest-driven, and built to elevate creators at every level. It's a strategic step toward a more open and opportunity-rich creator economy."

This update comes at a pivotal moment for the creator economy, which Goldman Sachs projects will reach \$480 billion in market value by 2027.<sup>1</sup> As competition intensifies, platforms that surface the right products to the right audiences will define the next phase of growth. The redesigned Teespring Marketplace positions creators to compete and succeed, regardless of audience size, by prioritizing interest-based discovery and cross-category exposure.

As part of its broader vision for the platform, Amaze will soon roll out a dedicated space for brand collaborations within the Teespring Marketplace. This upcoming feature will give fans access to a wider range of innovative products while providing creators with new opportunities to grow through strategic, high-visibility partnerships.

With these updates, Teespring Marketplace strengthens its position as a high-impact discovery platform, built to support creators at every level, from emerging voices to established brands, and connect them with engaged, global audiences.

Explore the new era of Teespring Marketplace, now live: <https://teespring.com/>

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Source: 1. [Goldman Sachs](#).

#### **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](http://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](http://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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