

July 21, 2025



Amaze to Debut Innovative Creator Confessional Experience at Adobe MAX 2025

CEO Aaron Day to Address Live Creator Feedback and Provide Key Insights for Creators and Business Executives

NEWPORT BEACH, Calif., July 21, 2025 (GLOBE NEWSWIRE) -- [Amaze Holdings, Inc. \(NYSE American: AMZE\)](#) (“Amaze”), a global leader in creator-powered commerce, today announced it will participate in [Adobe MAX - The Creativity Conference](#), taking place October 28-30 in Los Angeles, California.

As part of its presence, Amaze will host a first-of-its-kind creator confessional experience featuring an interactive booth where creators can candidly share their thoughts and challenges within the creator economy. This bold, creator-first initiative is designed to surface honest creator insights that are often left unspoken in the industry.

The collected responses will directly inform a speaking session by Amaze CEO Aaron Day, who will address those sentiments, offering practical solutions to pressing challenges and issuing a call to collective action for creators and businesses operating in the creator economy.

“Adobe MAX is the pinnacle event for creators across the industry,” said Day. “As a company committed to empowering creators, this is a vital opportunity to not only share our story but to listen. We are seeking to bring creators’ voices to the forefront during our session and explore how we can address their biggest challenges together.”

In addition to the creator confessional experience, Amaze will spotlight multiple solutions within its display, including a curated showcase of top-selling Spring by Amaze products. Attendees will be able to explore these creator-designed bestsellers, each accompanied by detailed performance data such as units sold and the product’s impact on the creator’s brand growth. Amaze will also highlight innovations in digital merchandise through its Amaze Digital Fits platform. Following its beta debut for Roblox users in [June](#), attendees will be able to view select physical items brought to life from the digital world, demonstrating the powerful intersection of commerce, creativity, and technology.

Details about Day’s creator confessional speaking session will be announced as the event approaches.

For investor information, please contact IR@amaze.co

For press inquiries, please contact PR@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 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 estimates and assumptions. Forward-looking statements may include, but are not limited to, statements about our 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