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Amaze Launches Stablecoin Payment Strategy for U.S. Customers

New Payment Integration Provides Additional Safety and Security for Shoppers

NEWPORT BEACH, Calif., Aug. 19, 2025 (GLOBE NEWSWIRE) -- [Amaze Holdings, Inc. \(NYSE American: AMZE\)](#) (“Amaze”), a global leader in creator-powered commerce, today announced that stablecoins, a type of digital currency that aims to maintain a stable value relative to a specified asset, will now be accepted as an alternative form of payment across the Amaze platform.

Incorporating stablecoin as an option for users during checkout provides payment flexibility that many shoppers find preferable, allowing them to complete purchases from their favorite creators’ storefronts without the need to provide sensitive bank or credit card information. These additional privacy protections provide new measures of control and security, allowing shoppers to pay directly from their digital wallet while aligning with the expectations of tech-savvy customers.

“Offering a stablecoin solution within our growing digital payment strategy ensures customers have a range of flexible payment options when looking to support the creators they know and love. It’s our mission to support as many creators and fans as we can by providing a safe and secure shopping experience,” said Aaron Day, Chairman and CEO of Amaze Holdings, Inc. “When fans receive more payment options at checkout, creators also benefit from having one less barrier to prevent a purchase from their storefront. By offering a variety of safe, convenient payment solutions, Amaze is supporting the needs of today’s evolving creator economy.”

Amaze storefronts now accept payments made by U.S. shoppers in USDC, a stablecoin that is 1:1 with the U.S. dollar, removing concerns for pricing volatility. All stablecoin payment transactions will pass through Stripe’s secure payment software, providing the same trusted and seamless checkout experience.

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About Amaze:

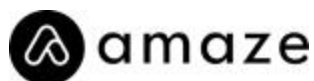
Amaze Software, Inc. is an end-to-end, creator-powered commerce platform offering tools for seamless product creation, advanced e-commerce solutions, and scalable managed services. By empowering anyone to “sell anything, anywhere,” Amaze enables creators to tell their stories, cultivate deeper audience 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 “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