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Amaze Hosts Breakaway Music Festival's Creator Lab Official Merchandise Store

Amaze Powers Merchandise Design Contest and Seamless Shopping Experience for Fans

NEWPORT BEACH, Calif., Sept. 30, 2025 (GLOBE NEWSWIRE) -- [Amaze Holdings, Inc. \(NYSE American: AMZE\)](#) (“Amaze”), a global leader in creator-powered commerce, today announced its collaboration with Breakaway Music Festival. Through this partnership, Amaze will power the Breakaway Music Festival official merchandise store and launch the Breakaway Creator Lab, a design competition inviting artists to submit original merchandise concepts. Breakaway is the largest national touring festival, known for its unique lineups of globally recognized artists at each stop.

The online storefront will feature exclusive t-shirts, hats, and hoodies. Through the Breakaway Creator Lab design contest, artists can design and submit merchandise, fans can vote on their favorite designs, and the winning designs will go live on the official storefront and Creator Lab website. Winning creators will receive prizes such as Ultimate VIP tickets, travel credits, and merchandise that showcases their design in Breakaway's dedicated Amaze e-commerce store.

The Breakaway Creator Lab is now open for submissions at creator.amaze.co/breakaway. Entries are due November 3, 2025, with fan voting running November 10-16, 2025. Winning designs will be revealed and available for purchase on December 3, 2025.

“Breakaway is a leading music festival with a strong network of passionate fans, and our collaboration is a natural fit as Amaze continues to explore opportunities in the music merchandise space,” said Aaron Day, Chairman and CEO of Amaze Holdings, Inc. “Fans are compelled to purchase merchandise that reflects their individuality, and by empowering creators to contribute, we’re building a win-win for artists and fans.”

“Offering artists an opportunity to design merchandise for our festival is an opportunity to uplift new talent and ensure that our fans resonate with our merchandise offerings,” said Annie Mir, Breakaway Music Festival's Merchandise Manager. “Amaze is not only bringing our web store vision to life; they are also supporting a great opportunity for artists to have their designs showcased on merchandise with a national audience.”

This partnership builds on Amaze's growing presence in the music industry. Earlier this year, Amaze announced its role as the official merchandise partner of the [Outlaw Music Festival](#), another nationally touring music festival, signaling its capabilities in supporting large touring events. Amaze is also the official merchandise partner for [Loaded Dice Entertainment](#), which empowers independent musicians through artist development programs, transparent revenue-sharing, robust music distribution, and innovative marketing strategies, [Jamvana](#), a platform designed to help independent musicians and record labels streamline distribution,

publishing administration, and promotion, and [Timmy McKeever](#), an emerging country music singer, among other artists

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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.

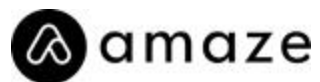
Cautionary Note Regarding Forward-Looking Statements

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 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