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Amaze Powers Successful Limited Edition TuffnUP Collection with Global Creator Joe Rauth

With Over 14 Million Fans Worldwide, Joe Rauth Brings Official Merchandise to Life Through Amaze Storefront

NEWPORT BEACH, Calif., Feb. 10, 2026 (GLOBE NEWSWIRE) -- [Amaze Holdings, Inc.](#) (NYSE American: **AMZE**) ("Amaze") a global leader in creator-powered commerce, today announced that popular comedian and influencer [Joe Rauth](#) has launched his official merchandise storefront on the Amaze platform. With a fanbase of more than 14 million followers across Instagram, TikTok, and YouTube, Rauth's Amaze digital storefront features his personal brand TuffnUP, a Christian-focused line of apparel, including t-shirts, shorts, hoodies, and more.

The limited edition TuffnUP collection successfully launched last week and quickly gained traction among Rauth's highly engaged audience. Known for his skit-style comedy content blending humor with faith-centered themes, Rauth has cultivated a massive community around the world that connects deeply with his message. The collection features exclusive apparel designed specifically for this drop, with select items available for a limited time through his Amaze storefront.

"This launch shows what is possible when creators build products authentically reflecting their voice and values," said Aaron Day, CEO of Amaze. "Joe has built an incredibly strong connection with his loyal audience, and TuffnUP is a natural next step for him to take as he builds that connection even more. Amaze is proud to support creators like Joe as they turn community engagement into real businesses."

The success of the TuffnUP launch highlights Amaze's end-to-end commerce platform, which enables creators to design, launch, and scale merchandise collections without managing inventory, production, or fulfillment. Through Amaze, creators maintain complete control while accessing the infrastructure and supply chain needed to support high-demand product drops and global distribution.

As creators increasingly look to diversify revenue through owned brands and limited edition releases, Amaze continues to expand its ecosystem to support creators across a diverse range of communities.

Fans can explore Joe Rauth's TuffnUP collection and future releases through his Amaze storefront: [TuffnUP](#).

For investor information, please contact IR@amaze.co

For press inquiries, please contact PR@amaze.co

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 on estimates and assumptions. Forward-looking statements may include, but are not limited to, statements about our planned acquisitions, 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