



Amaze Announces Launch of Proprietary Programmatic Advertising Platform

New In-House Platform Unifies Media Buying Infrastructure Across Amaze Ecosystem, with Planned Expansion to Brand Partners to Unlock New Revenue Stream

NEWPORT BEACH, Calif., Feb. 12, 2026 (GLOBE NEWSWIRE) -- **Amaze Holdings, Inc.** (NYSE American: **AMZE**) ("Amaze" or the "Company") a global leader in creator-powered commerce, today announced the launch of a proprietary demand-side platform ("DSP") fully integrated across the Amaze ecosystem.

The new DSP is designed to help Amaze use its data to more effectively target its marketing dollars and optimize marketing opportunities for its creators. It will deliver improved cost efficiency, enhanced performance visibility, and a scalable foundation for future deployments. The platform significantly expands Amaze's media buying capabilities, unlocking access to audio, connected TV, broadcast, digital out-of-home, and additional programmatic channels.

The DSP is the foundation of a substantial new revenue stream for the Company, enabling additional monetization opportunities beyond Amaze's core commerce offering. Amaze intends to leverage its proprietary creator and fan data sets to support advanced targeting, audience modeling, and managed campaign optimization.

"This DSP represents a major step forward in how we start to monetize the enormous volume of data we have supporting both creators and brands with more intelligence and a clear path to improved monetization," said Aaron Day, CEO of Amaze. "By bringing the DSP in-house, we're unifying audience intelligence, media activation, and monetization across our platform while building a scalable engine that drives performance for our brand partners. As we have stated before, we have a huge data set that gives us a major strategic advantage and now we are starting to activate it at scale."

The launch of Amaze DSP advances Amaze's long-term vision of scalable, data-driven growth as a leading platform within the creator economy.

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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 on estimates and assumptions. Forward-looking statements may include, but are not limited to, statements about our future revenue streams, 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.

