

PSQ Restores LandTrust's Dream Hunts Business to Full Operations Within 48 Hours After Legacy Payments Processor Cuts Off Account

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Deplatforming by major payment processors poses a systemic risk to values-aligned and niche-market businesses. PSQ Payments was established to address this challenge and its work with LandTrust proves it can assist where others will not.

BOZEMAN, Mont.--(BUSINESS WIRE)-- PSQ Holdings, Inc. (NYSE: PSQH) (the "Company"), a payments infrastructure provider designed to assist businesses underserved by mainstream financial services companies, announced it successfully onboarded Dream Hunts, LandTrust's hunting experience business, after its payment processor shut off the account. The deplatforming left Dream Hunts temporarily unable to collect customer payments at the start of peak of the Spring hunting season. Dream Hunts operates independently from LandTrust's core land access marketplace. By leveraging its innovative platform and relationships, PSQ restored full payment processing to Dream Hunts within 48 hours, allowing the business to continue serving its customers. PSQ's prompt response prevented significant operational losses and demonstrates the essential nature of its services, which support underserved merchants who require access to modern financial services.

Nic De Castro, CEO and Founder of LandTrust, stated, "Dream Hunts is a fast-growing part of our business, and getting it back online quickly was critical to our customers and the landowners who participate in the program. After being deplatformed, we approached multiple payment processors before finding PSQ, and the difference was immediately clear. Their team and customer service were fantastic to work with, and they solved the problem in 48 hours. That's exactly the kind of partner we needed."

Dusty Wunderlich, Chairman & CEO of PSQ Holdings, stated, "LandTrust's situation reflects a pattern PSQ Payments

was explicitly designed to address. As large payment platforms apply increasingly broad and opaque content and risk policies in arbitrary ways, businesses in outdoor recreation, agriculture, firearms retail, faith-based commerce, and other niche or values-aligned markets face sudden account terminations, often with little recourse and significant business damage. We provide these businesses with a stable, permanent payment home run by people who understand their industries. What happened to LandTrust is not an isolated event — businesses like LandTrust are regularly deplatformed by processors that don't understand their industries or the customers they serve.”

The Market Opportunity PSQ Is Capturing

Deplatforming of legal, but disfavored, industries has become all too common. Many mainstream processors use vague and unclear policies to turn off businesses under the guise of managing risk. Their policies leave a significant segment of the U.S. economy unserved or vulnerable to sudden changes driven by politics rather than business fundamentals. PSQ believes this is antithetical to the way commerce should work. Businesses require reliable processing, knowledgeable underwriters, and infrastructure tailored to their needs. PSQ provides that.

About PSQ Holdings

PSQ Holdings (NYSE: PSQH) is a payments and financial infrastructure company. We build and operate financial infrastructure in highly regulated environments for industries underserved by traditional financial institutions. Our clients include businesses, campaigns, and nonprofits that depend on reliable, compliant payment solutions.

About LandTrust

LandTrust is a leading marketplace for private land access and outdoor recreation, connecting landowners and outdoor enthusiasts across 40+ states. With approximately 1.5 million acres and 800+ listings, LandTrust gives hunters, anglers, and recreationists access to premier private land while helping landowners generate revenue from their properties.

Investor Contact

investment@publicsquare.com

Media Contact

pr@publicsquare.com

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