



NEWS RELEASE

Pro Surfer Bethany Hamilton Joins EveryLife as Brand Ambassador

10/2/2023

WEST PALM BEACH, Fla.--(BUSINESS WIRE)-- PSQ Holdings, Inc. (NYSE: PSQH) ("PublicSq.") ("the Company"), a leading marketplace of patriotic businesses and consumers, and EveryLife Inc. ("EveryLife"), a wholly-owned subsidiary of PublicSq., today announced that Professional Surfer Bethany Hamilton will become an official brand ambassador of EveryLife.

Michael Seifert, PublicSq.'s Founder, Chairman & Chief Executive Officer stated, "We are proud to partner with Bethany, a values-aligned spokeswoman who stands for life and family. Here at Public Square, we welcome iconic individuals like Bethany who, one by one, are helping consumers shop in alignment with their family values in the parallel economy."

The Company launched EveryLife, a wholly-owned baby-care brand, on July 13, 2023. As reported at the Company's last quarterly earnings period, in EveryLife's first 19 operating days to the end of July 2023, the brand generated over 4,300 total orders, which created total estimated revenues of around \$300,000. Roughly 60% of those orders were monthly auto-renew subscriptions.

Please click [here](#) to access press coverage of the Bethany Hamilton partnership announcement.

About PublicSq.

PublicSq. is an app and website that connects patriotic Americans to high-quality businesses that share their values, both online and in their local communities. The primary mission of the platform is to help consumers "shop their values" and put purpose behind their purchases. In just over one year since its nationwide launch, PublicSq. has

seen tremendous growth and proven to the nation that the parallel, "patriotic" economy can be a major force in commerce. The platform has over 65,000 businesses from a variety of different industries and over 1.4 million consumer members. Additionally, PublicSq. leverages data and insights from the platform to assess its members' needs and provide quality wholly-owned products, such as EveryLife diapers and wipes, to fill those needs. PublicSq. is free to join for both consumers and business owners alike, and to learn more, download the app on the App Store or Google Play, or visit **PublicSq.com**.

About EveryLife Inc.

EveryLife Inc. began with a simple mission: to provide premium products for every baby, because every baby is a miracle from God who deserves to be loved, protected, and supported. At EveryLife, we believe in providing for — and protecting — the next generation. EveryLife Inc. launched on July 13, 2023 as a baby-care brand selling diapers and wipes as a wholly owned subsidiary of PSQ Holdings Inc. To learn more, please visit **everylife.com**.

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Source: PSQ Holdings, Inc.