



NEWS RELEASE

# PublicSq. Launches Partnership with Tucker Carlson's Last Country, Inc.

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Company Anticipates First of its Kind Collaboration to Significantly Outpace ROI of Traditional Advertising Spend

Content Distribution Partnership Will Uniquely Showcase America's Small Business Stories

WEST PALM BEACH, Fla.--(BUSINESS WIRE)-- PSQ Holdings, Inc. (NYSE: PSQH) ("PublicSq.," "the Company"), a leading marketplace of patriotic businesses and consumers, today announced the Company has entered into a partnership agreement with Tucker Carlson's digital media company, Last Country, Inc. The agreement includes collaborative content segments that will air on Tucker Carlson's show on both X and Last Country's own platform, focused on highlighting the patriotic, parallel economy found on PublicSq.

"This content partnership between our two companies will employ a reach not found anywhere in the mainstream media today. We believe Tucker's ardent protection of American liberties strongly resonates with our target market, as evidenced by his average views totaling over 60 million per video on X. PublicSq. is thrilled to collaborate with Last Country, Inc. as we build an ecosystem of alternatives to the existing commerce and media incumbents, respectively," commented Michael Seifert, Founder, Chairman and Chief Executive Officer. Mr. Seifert continued, "This partnership is the first of its kind, and we believe it will significantly outpace our return on investment than that from traditional advertising."

Neil Patel, Chief Executive Officer of Last Country, Inc. commented, "We are proud to announce that our new media venture will be partnering with PublicSq. as our first advertiser. PublicSq. is a key company in the parallel economy, specifically countering the Chamber of Commerce and Amazon. There is a wave of disruption coming to the media

and economic establishment, and our companies will help accelerate this overdue shift.”

PublicSq. and Last Country, Inc. will work together to create content highlighting the PublicSq. mission, various small businesses that have benefited from the PublicSq. platform, and the unique platform attributes that set the PublicSq. marketplace apart. The content partnership will begin in November of 2023, will target new business vendors and consumers alike, and will last for an initial term of one year.

## 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 70,000 businesses from a variety of different industries and roughly 1.6 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**.

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Source: PSQ Holdings, Inc.