

NEWS RELEASE

PublicSquare Congratulates Board Member Kelly Loeffler on Nomination to Serve as Administrator of the Small Business Administration

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WEST PALM BEACH, Fla.--(BUSINESS WIRE)-- PSQ Holdings, Inc. (NYSE: PSQH) ("PublicSquare," or the "Company"), America's leading commerce and payments ecosystem valuing life, family, and liberty, today congratulated board member Kelly Loeffler on her nomination to serve as Administrator of the Small Business Administration (SBA).

Michael Seifert, Chairman & CEO of PublicSquare, commented, "We're thrilled President Trump has chosen our board member Kelly Loeffler to lead the Small Business Administration. Through Kelly's successful efforts on our Board, her pro-freedom track record in the United States Senate, and her intentional focus on her local community, we have witnessed firsthand the devotion and support Kelly provides to the American Small Business community, and we know she'll do a fantastic job in this Cabinet role. As the leading Marketplace focused on empowering liberty-minded small businesses, we believe these business owners and the communities who support them are the backbone of the economy. Kelly shares this conviction, and with her leadership strength, her notable accomplishments as an entrepreneur, and her passion for protecting the American dream for small business owners, 'Main Street' America should feel a great deal of confidence knowing that they will have an experienced fighter on their side."

About PublicSquare

PublicSquare is America's leading commerce and payments ecosystem, valuing life, family, and liberty. PublicSquare operates under three segments: Marketplace, Financial Technology, and Brands. The primary mission of the Marketplace segment is to help consumers "shop their values" and put purpose behind their purchases. PublicSquare leverages data and insights from the Marketplace to assess its customers' needs and provide wholly-

owned quality financial products and brands. PublicSquare's Financial Technology segment comprises Credova, a consumer financing company, and PublicSquare Payments, a "cancel-proof" payments company. PublicSquare's Brands segment comprises EveryLife, a premium D2C life-affirming baby products company. Visit **publicsquare.com** to learn more.

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Source: PSQ Holdings, Inc.