



NEWS RELEASE

PublicSquare Launches 'PublicSquare Live' Hosted by QVC Veteran Erin Elmore

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WEST PALM BEACH, Fla.--(BUSINESS WIRE)-- PSQ Holdings, Inc. (NYSE: PSQH) ("PublicSquare," or the "Company"), a holding company that strategically unites key products and services, forming the backbone of the parallel economy's ecosystem, today announced the launch of PublicSquare Live.

PublicSquare Live is a new offering that will allow our Marketplace customers to learn how to stop shopping big-box retail brands and swap them with quality, small-business products made by like-minded patriots. Each day, PublicSquare Live will feature one of these Public Square storefronts on our social media channels, Rumble and Real America's Voice, and offer exclusive, limited-time discounts.

PublicSquare Live launched on Real America's Voice broadcasting channel Saturday, May 11th at 8 pm EST, hosted by conservative television pundit and former QVC Host Erin Elmore. PublicSquare Live is a home shopping experience where you will meet the founders, creators, and CEOs of PublicSquare products. Each of our 30 Swap products will be featured, so you will hear first-hand why these products are better and more aligned with your values. From fascinating brand stories to real-life testimonials, PublicSquare Live will leave you feeling invested in the parallel economy and connected to others who share your viewpoints.

Michael Seifert, Chairman and Chief Executive Officer of PublicSquare, commented, "With the launch of PublicSquare Live, we are directly connecting our consumers with an avenue to change how they shop and have assurance that their dollars go to businesses aligned with their values. PublicSquare is on a mission to restore the culture through the power of commerce. This isn't about boycotts, it's about helping you switch to something better. We're honored to have Erin Elmore join us on this journey to ensure that America remains a great place for our families to thrive for generations."

About Erin Elmore

Erin Elmore, Esq. is an official Trump 2024 campaign spokeswoman and the host of PublicSquare Live on Real Americas Voice. Erin is also a barred attorney, author, republican strategist, and contributor with Charlie Kirk's Turning Point USA. You've seen her (almost daily) on Fox News, Real America's Voice, Newsmax, and One America News, among many others.. Ms. Elmore has written columns for Townhall.com, BizPac The Conservateur. She also serves as the spokeswoman for Pennsylvania Conservative Women. During the 2016 presidential campaign, Erin worked as a television surrogate for President Trump and as the Deputy Press Secretary at the Republican National Convention in Cleveland. She also interviewed Ivanka Trump several times on the campaign trail and has appeared on Lara Trump's show, "The Right View." Ms. Elmore originally became acquainted with President Trump as a successful candidate on NBC's top-rated show, "The Apprentice 3". Erin is actively engaged in philanthropy. She recently co-chaired and emceed Big Dog Ranch Rescue's Wine Women and Shoes and co-chaired the Place of Hope's Hope Bash. As a conservative mother and wife, Erin fights tirelessly to protect parental rights in education as well as prevent woke ideology in sports, learning, and society.

About PublicSquare

PublicSquare is a holding company that strategically unites key products and services, forming the backbone of the parallel economy's ecosystem via its three core 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 consists of Credova, a consumer financing company focusing on the outdoor sports and shooting industry, and PSQPayments. PublicSquare's Brands segment consists of D2C companies, such as EveryLife, a premium life-affirming baby products company, as well as business services, such as PSQ Link. The PublicSquare Marketplace is free to join for both consumers and business owners. To learn more, download the app on the App Store or Google Play, or visit PublicSquare.com

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