

PublicSquare's PSQ Payments Comes to the Rescue for Tenacity Arms After Sudden Cancellation by Leading Payment Processor

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WEST PALM BEACH, Fla.--(BUSINESS WIRE)-- PSQ Holdings, Inc. (NYSE: PSQH) ("PublicSquare," or the "Company") – When Tenacity Arms, an American manufacturer and online retailer of firearms, received a sudden notice from their payment processor threatening to freeze funds and terminate service, their business was at risk of grinding to a halt. Within hours, PublicSquare's fintech division stepped in with the new PSQ Payments product and a direct Shopify integration, migrating Tenacity Arms to the cancel-proof payment platform that is purpose-built for resilience, speed, and the functionality needed to operate a growing American firearms business.

With a native integration to Shopify, Tenacity Arms maintained its existing storefront while transitioning to a payments platform that aligns with the realities of doing business in politically targeted industries like firearms.

“This is exactly why PSQ Payments exists,” said Michael Seifert, Chairman and Chief Executive Officer of PublicSquare. “Technology companies and payment processors are increasingly weaponizing their platforms, targeting lawful businesses simply because of the products they sell and the Americans they represent. We're building financial infrastructure that keeps these businesses online – and thriving. Tenacity Arms' migration to PSQ Payments proves how fast and seamless the transition to better technology can be.”

In contrast to the abrupt cutoff imposed by their prior payment processor, PSQ Payments delivered zero downtime, lower transaction fees, and improved processing stability, allowing Tenacity Arms to continue serving customers without disruption.

“Getting that email from our processor was a gut punch,” said Andrew Whitney, Director of Sales and

Marketing at Tenacity Arms. "We had no time to spare – and PSQ Payments delivered. Their team had us up and running before we lost a single order. I can't recommend them enough to any company facing the same kind of pressure."

This incident marks just the latest example of PublicSquare's commitment to creating a secure financial ecosystem that defends lawful commerce against ideological interference.

About PSQ Payments

PSQ Payments, developed by PublicSquare, is a fully cancel-proof payment platform designed to provide businesses and consumers with uncompromising security and reliability. Leveraging advanced tokenization and secure wallet technology, PSQ Payments ensures that sensitive transactional data remains encrypted and protected. With a triple redundancy system in place, PSQ Payments reinforces its commitment to stability, making it a trusted solution for business owners who want to ensure their economic liberty is protected in every transaction.

About PublicSquare

PublicSquare is a technology-enabled marketplace and payments ecosystem serving consumers and merchants who value life, family, and liberty. PublicSquare operates three divisions: Marketplace, Financial Technology, and Brands. The mission of the Marketplace 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 division comprises Credova, a consumer financing company, and PSQ Payments, a "cancel-proof" payments company. PublicSquare's Brands division comprises EveryLife, a premium D2C life-affirming baby products company. Visit publicsquare.com to learn more.

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