



FOR IMMEDIATE RELEASE

Contact:

Media Relations

Pride Holdings Group

Email: press@prideholdingsgroup.com

Website: www.prideholdingsgroup.com

Pride Holdings Group (Formerly Parliament House Enterprises Inc.) Announces Strategic Acquisition of Lips Chicago Projecting Strong Financial Growth for 2026

Fort Lauderdale, FL – Pride Holdings Group (OTC: PHSE), a leader in LGBTQ+ hospitality and entertainment, today announced high-impact acquisition designed to accelerate revenue growth, strengthen brand positioning, and deliver enhanced shareholder value. The Company has acquired **Lips Chicago**, which will be rebranded under Pride’s successful **Divas DDD** concept.

Acquisition Driving Expansion and Growth

Lips Chicago → Divas DDD Conversion

- Building on the successful Fort Lauderdale Divas DDD model, Lips Chicago will be converted and upgraded under the Divas DDD brand.
- The Chicago location is expected to generate a **25% year-over-year revenue lift** following rebranding and operational enhancements.

CEO Commentary

“This is a pivotal moment for Pride Holdings Group and our shareholders. By converting Lips Chicago into our thriving Divas DDD brand and bringing into our portfolio, we are expanding both our reach and revenue base. With this strategic moves, Pride is not only reinforcing its leadership in LGBTQ+ hospitality, but also delivering tangible financial results. Pride Holdings Group is scaling with purpose, with profit, and with pride.” Mike Barrett, CEO, Pride Holdings Group



About Pride Holdings Group

PRIDE Holdings Group (OTC: PHSE) is the premier LGBTQ+ hospitality and cultural rollup. Through the acquisition of high-value properties, launching tech-enabled membership platforms, and creating new revenue channels through agency services, PRIDE Holdings is setting the global standard for inclusive hospitality while delivering sustainable growth to shareholders.

Forward-Looking Statements

This press release contains forward-looking statements, including expected revenue growth, EBITDA margin expansion, and expansion timelines. These statements involve known and unknown risks, uncertainties, and other factors that may cause actual results to differ materially. Pride Holdings assumes no obligation to update forward-looking statements except as required by law.

For more information, please visit www.prideholdingsgroup.com.