



## FOR IMMEDIATE RELEASE

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### FINRA Approves Name Change to Pride Holdings Group

FORT LAUDERDALE, FL. (January 7, 2026) – Pride Holdings Group (OTC: PHSE) today announced that the Financial Industry Regulatory Authority (FINRA) has formally approved the firm’s name change to **Pride Holdings Group**, effective January 7, 2026. The approval reflects the firm’s continued commitment to regulatory compliance while aligning its brand with its long-term strategic vision.

The name change from **Parliament House Enterprises Inc.** to **Pride Holdings Group** does not impact the firm’s ownership, management team, or day-to-day operations. All existing agreements, regulatory registrations, and client accounts remain in full force and effect.

Pride Holdings Group will continue to operate under the same regulatory framework and in accordance with all applicable FINRA rules and regulations.

### 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.

### Cautionary Note Regarding Forward-Looking Statements.

This press release includes certain statements that are not historical facts but are forward-looking statements for purposes of the safe harbor provisions under the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements generally are accompanied by words such as “believe,” “may,” “will,” “estimate,” “continue,” “anticipate,” “intend,” “expect,” “should,” “would,” “plan,” “project,” “forecast,” “predict,” “potential,” “seem,” “seek,” “future,” “outlook,” and similar expressions that predict or indicate future events or trends or that are not statements of historical matters, but the absence of these words does not mean that a statement is not forward looking. These statements are based on various assumptions, whether or not identified in this release, and on the current expectations of Pride Holdings Group. These forward-looking statements must not be relied on by any investor as, a guarantee, an assurance, a prediction or a definitive statement of fact or probability. Actual events and circumstances are difficult or impossible to predict and will differ from assumptions. Many actual events and



circumstances are beyond the control of Pride Holdings Group. These forward-looking statements are subject to a number of risks and uncertainties, that could cause actual results to differ materially from expected results. Most of these factors are outside the control of Pride Holdings Group and are difficult to predict.

All forward-looking statements are based on assumptions that Pride Holdings Group believe to be reasonable but that may not prove to be accurate. Any forward-looking statement speaks only as of the date on which such statement is made, and Pride Holdings Group undertakes no obligation to correct or update any forward-looking statement, whether as a result of new information, future events or otherwise, except as required by applicable law. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release.

For more information, please visit [www.prideholdingsgroup.com](http://www.prideholdingsgroup.com)