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Eureka O'Hara Joins Pride Holdings Group as Brand Ambassador

FORT LAUDERDALE, FL. – Pride Holdings Group (OTC: PHSE) an international LGBTQ+-focused holding company spanning hospitality, entertainment, and community-centered assets, today announced that internationally recognized drag superstar, entertainer, and LGBTQ+ activist Eureka O'Hara has joined the company as an official Brand Ambassador.

Eureka O'Hara, best known for her appearances on *RuPaul's Drag Race* and *RuPaul's Drag Race All Stars*, brings a powerful global platform, authentic voice, and deep commitment to LGBTQ+ visibility and inclusion. As Ambassador, Eureka will support Pride Holdings Group through brand advocacy, community engagement, and participation in select marketing, investor, and cultural initiatives.

"I want to welcome Eureka O'Hara, one of the World's top drag queens as an ambassador and incredible talent to Pride Holdings Group. Eureka is a World class talent, and one of the most recognizable drag queens in the world. I look forward to Eureka performing at our numerous venues around the World. Welcome Eureka!" **said Mike Barrett, CEO of Pride Holdings Group.**

Pride Holdings Group is uniquely positioned as a publicly traded company dedicated to LGBTQ+ ownership, empowerment, and representation across multiple sectors. By partnering with influential voices like Eureka O'Hara, the company continues to strengthen its connection to the community it serves while expanding its global footprint.

"I'm proud to join Pride Holdings Group as an Ambassador," said Eureka O'Hara. "This isn't just about a title—it's about supporting a company that's creating real opportunities for LGBTQ+ people to be seen, celebrated, and included as owners and stakeholders. Pride is power, and ownership is power."

The collaboration reflects Pride Holdings Group's broader strategy to align with cultural leaders who embody its values of inclusivity, visibility, and economic empowerment for LGBTQ+ communities worldwide.



About Pride Holdings Group

Pride Holdings Group is a publicly traded holding company focused on acquiring, operating, and scaling LGBTQ+ oriented hospitality, nightlife, entertainment, and real estate assets. Through its portfolio of venues, events, and branded experiences, the Company aims to create safe, inclusive, and economically sustainable community spaces while delivering long-term value to shareholders.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of applicable securities laws. These statements are subject to risks and uncertainties that could cause actual results to differ materially. Pride Holdings Group undertakes no obligation to update forward-looking statements except as required by law.

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