



FOR IMMEDIATE RELEASE

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Pride Holdings Group Signs Letter of Intent to Acquire Capogiro Café and Ristorante del Peso in Italy's Monferrato Region

Proposed Acquisitions Expand Company's Hospitality, Culinary, and Tourism Portfolio in Northern Italy

ORLANDO, FL. – Pride Holdings Group (OTC: PHSE) today announced that it has signed a Letter of Intent (LOI) to acquire **Capogiro Café**, located in the Monferrato region of Italy, and **Ristorante del Peso**, a historic restaurant located in Camino, Italy.

The proposed acquisitions represent another strategic milestone in Pride Holdings Group's ongoing expansion into hospitality, tourism, culinary experiences, and destination-based lifestyle assets. Both establishments are located in the heart of the Monferrato region, a UNESCO-recognized destination celebrated for its wine culture, gastronomy, and rich Italian heritage.

Capogiro Café has established itself as a popular gathering place for residents and visitors alike, offering an authentic Italian café experience within one of the country's most picturesque regions. Ristorante del Peso is recognized for its traditional cuisine, local hospitality, and longstanding presence within the Camino community.

"The signing of these Letters of Intent reflects our continued commitment to identifying unique hospitality and culinary assets that align with our long-term vision," said Tim Majors, Chief Operating Officer of Pride Holdings Group. "Both Capogiro Café and Ristorante del Peso embody the authentic character and culture that make Monferrato such a special destination. We believe these opportunities complement our broader strategy of building a portfolio of exceptional experiences across hospitality, tourism, entertainment, and lifestyle sectors."

Under the terms of the LOI, Pride Holdings Group will conduct comprehensive due diligence and negotiate definitive acquisition agreements. Completion of the transactions remains subject to customary closing conditions, regulatory requirements, and final execution of transaction documents.

The proposed acquisitions further strengthen Pride Holdings Group's growing presence in Italy and support the company's vision of developing a network of hospitality, culinary, and entertainment destinations designed to attract both local patrons and international travelers.



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.