



FOR IMMEDIATE RELEASE

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Pride Holdings Group Appoints Henry Goble to Board of Directors as Independent Director

Key Appointment Strengthens Corporate Governance and Supports Long-Term Growth Strategy

ORLANDO, FL. – Pride Holdings Group (OTC: PHSE) a diversified holding company focused on acquiring and developing businesses serving the LGBTQ+ community and related markets, is pleased to announce the appointment of Henry Goble to its Board of Directors as an Independent Director, effective immediately.

Mr. Goble brings extensive business experience, strategic insight, and independent leadership to the Board. His appointment reflects Pride Holdings Group's ongoing commitment to strengthening corporate governance, enhancing board independence, and supporting the Company's long-term growth initiatives as it continues to expand its portfolio across hospitality, entertainment, media, consumer brands, and lifestyle businesses.

As an Independent Director, Mr. Goble will provide objective oversight and strategic guidance while contributing to the Company's focus on shareholder value creation, disciplined growth, and operational excellence.

"Our Board continues to evolve with highly qualified individuals who bring diverse expertise and independent perspectives," said Tim Majors, Chief Operating Officer of Pride Holdings Group. "We are excited to welcome Henry Goble to the Board. His experience and leadership will be valuable as we execute our acquisition strategy, expand internationally, and continue building Pride Holdings Group into a premier publicly traded company serving the LGBTQ+ community."

Mr. Goble added, "I am honored to join the Board of Pride Holdings Group at such an exciting stage in the Company's development. Pride Holdings has established a unique vision for growth through strategic acquisitions and community-focused brands. I look forward to working with the Board and management team to help support the Company's long-term objectives and create value for shareholders."



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.