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Pride Holdings Group Appoints Joshua Cooper to Board of Directors

Strategic Integration Positions Company for Greater Operational Efficiency and Long-Term Growth

ORLANDO, FL. – Pride Holdings Group (OTC: PHSE) a diversified hospitality, entertainment, media, and lifestyle holding company focused on serving the LGBTQ+ community, today announced the appointment of **Joshua Cooper** to its Board of Directors, effective immediately.

Mr. Cooper has played an instrumental role in the company's strategic growth initiatives, leading acquisition efforts and identifying expansion opportunities that have strengthened Pride Holdings Group's portfolio. His appointment to the Board reflects the company's continued commitment to assembling experienced leadership as it executes its long-term growth strategy.

As a member of the Board of Directors, Cooper will help guide corporate strategy, evaluate acquisition opportunities, support operational growth, and contribute to the company's ongoing expansion across hospitality, entertainment, media, and consumer brands.

"Joshua has consistently demonstrated exceptional leadership, industry knowledge, and a deep understanding of our vision," said **Tim Majors, Chief Operating Officer of Pride Holdings Group**. "His experience identifying strategic opportunities and his commitment to building long-term shareholder value make him an outstanding addition to our Board of Directors. We are excited to have his insight helping shape the future of Pride Holdings Group."

Joshua Cooper added, "It is an honor to join the Board of Directors of Pride Holdings Group during such an exciting period of growth. I believe the company has tremendous opportunities ahead, and I look forward to working closely with management and my fellow directors as we continue expanding our portfolio, strengthening our brands, and creating value for our shareholders."

The appointment comes as Pride Holdings Group continues to pursue strategic acquisitions and organic growth initiatives designed to expand its presence across multiple sectors, including hospitality, entertainment, media, food and beverage, and lifestyle brands. The company remains focused on building a diversified portfolio of businesses while creating long-term 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.