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Pride Holdings Group Announces Strategic Partnership with United Spirits Inc. to Launch Premium Pride Vodka

AUG 5, 2026 - ORLANDO, FL. – Pride Holdings Group (OTC: PHSE) a diversified holding company focused on acquiring and growing consumer-facing businesses, today announced a strategic partnership with United Spirits Inc. to develop, produce, and launch Pride Vodka, a premium vodka brand designed for national expansion.

The partnership marks a significant milestone in Pride Holdings Group's strategy to build recognizable consumer brands that complement its growing portfolio in hospitality, entertainment, and lifestyle businesses.

United Spirits Inc. brings extensive expertise in beverage manufacturing, product development, sourcing, regulatory compliance, and distribution. Together, the companies will oversee every stage of Pride Vodka's development, from production and packaging to marketing and commercial distribution, with the objective of establishing Pride Vodka as a nationally recognized premium spirit's brand.

"This partnership represents far more than the launch of a new premium vodka," said Tim Majors, Interim Chief Executive Officer of Pride Holdings Group. "It is an important step in executing our long-term vision of building nationally recognized consumer brands that create value for our shareholders. United Spirits provides the experience and operational strength needed to bring Pride Vodka to market with the quality, consistency, and scale required for long-term success."

Pride Vodka is being positioned as a premium lifestyle brand that celebrates authenticity, diversity, and inclusion while appealing to consumers seeking exceptional quality and a modern brand experience. Initial launch efforts will focus on select hospitality, entertainment, retail, and on-premise markets, with broader expansion planned as distribution grows.

The premium spirits industry continues to demonstrate strong long-term consumer demand, providing Pride Holdings Group with an attractive opportunity to diversify revenue and expand into one of the world's largest consumer product categories. The Company believes Pride Vodka has the potential to become an important contributor to future growth while strengthening its portfolio of lifestyle brands.



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.