

SurgePays to Feature New "Phone-in-a-Box" Prepaid Service and ClearLine Point-of-Sale Marketing Platform at Upcoming All Wireless and Prepaid Expo

SurgePays VP of Product Nate Moshkovich to Present Digital Marketing Track Program

BARTLETT, Tenn., July 21, 2025 /PRNewswire/ -- Wireless, fintech and point-of-sale technology company [SurgePays](#), Inc. (NASDAQ: SURG) will be an active participant in next month's All Wireless and Prepaid Expo, the premier event for prepaid wireless and value-added services.

The major trade event will be held at Caesars Palace in Las Vegas from August 19 to 20. SurgePays, a gold sponsor, will exhibit in booth 720 and feature two of its key service offerings.

For the first time at any conference, SurgePays will display its recently introduced family of "phone-in-a-box" prepaid service smartphones complete with packaging and pricing designed specifically for convenience stores and non-wireless retail channels. The ready-to-go smartphone kits are offered under SurgePays' LinkUp Mobile MVNO brand and operate on the AT&T network.

Each phone is preloaded with a SIM card and includes a first month of prepaid service including 12 gigabytes of domestic data and unlimited voice and text within the United States, Canada and Mexico. Consumers can activate their new phones with a simple six-question process and be connected within minutes of purchase — no credit checks, contracts or hassle.

In addition, the Company's ClearLine business unit will be demonstrating its family of point-of-sale apps for wireless retailers, chain stores and carriers. The innovative software-as-a-service (SaaS) platform enables a broad range of in-store marketing campaigns, loyalty program enrollment and even NFC and QR code engagement for streamlined customer interactions. It also provides merchants with actionable insights to drive growth and foster customer loyalty.

The SurgePays team will be giving away samples of its latest offering – The ClearLine NFC Card. The digital smartcard is a sleek and tech savvy alternative to paper business cards which can be used by anyone, on any device, with no app required. A quick tap (NFC) or scan (QR) instantly shares users' full digital profile including contact info, website, social links, reviews, videos, booking links and payment options. Unlike a traditional business card, the ClearLine card can be constantly updated providing complete card owners with control over their content and professional image.

On the final day of the conference, SurgePays Vice President of Product Nate Moshkovich will conduct a one-hour workshop called, "Real-Time Marketing Magic - Engaging Customers at the Moment of Impact." The digital marketing track session will provide attendees with the tools, techniques and strategies to captivate customers at the point of purchase, payment or interaction.

SurgePays full line of products, to be shown in its booth, include its LinkUp Mobile MVNO service, the Company's top-up services, its HERO mobile virtual network enabler wholesale service, Torch Wireless subsidized service and the ClearLine Point-of-Sale Marketing Platform.

About SurgePays, Inc.

SurgePays, Inc. is a wireless, fintech, and point-of-sale company focused on delivering mobile connectivity and financial services to underserved communities. As both a mobile virtual network operator (MVNO) and mobile virtual network enabler (MVNE), SurgePays operates its own wireless brand while also providing back-end infrastructure, including provisioning and billing, to other wireless providers. The Company's proprietary point-of-sale platform is used nationwide in thousands of retail locations, enabling SIM activations, top-ups, and digital financial services. SurgePays is built to scale and uniquely positioned to grow across both retail and wholesale wireless channels. Visit www.SurgePays.com for more information.

Cautionary Note Regarding Forward-Looking Statements

This press release includes express or implied statements that are not historical facts and are considered forward-looking within the meaning of Section 27A of the Securities Act and Section 21E of the Securities Exchange Act. Forward-looking statements involve substantial risks and uncertainties and generally relate to future events or our future financial or operating performance. These statements may include projections, guidance, or other estimates regarding revenue, cash flow, business growth, market expansion, or customer acquisition. In some cases, you can identify forward-looking statements by the following words: "may," "will," "could," "would," "should," "expect," "intend," "plan," "anticipate," "believe," "estimate," "predict," "project," "potential," "continue," "ongoing," "attempting," or the negative of these terms or other comparable terminology, although not all forward-looking statements contain these words.

Although we believe the expectations reflected in these forward-looking statements, such as regarding our revenue, margins, expectations for customer demand, and profitability potential are reasonable, these statements relate to future events or our

future operational or financial performance and involve known and unknown risks, uncertainties, and other factors that may cause actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements. Furthermore, actual results may differ materially from those described in the forward-looking statements and will be affected by a variety of risks and factors that are beyond our control, including, without limitation, the assumption that the Company will be able to obtain high-margin recurring revenues, statements about our future financial performance, including our revenue, cash flows, costs of revenue and operating expenses; our anticipated growth; and our predictions about our industry and customer demand. These include, but are not limited to, our ability to scale our prepaid wireless business, transition ACP subscribers to Lifeline, maintain our MVNE partnerships, and achieve financial targets. The forward-looking statements contained in this release are also subject to other risks and uncertainties, including those more fully described in our filings with the Securities and Exchange Commission ("SEC"), including in our Annual Report on Form 10-K for the fiscal year ended December 31, 2024. The forward-looking statements in this press release speak only as of the date on which the statements are made. We undertake no obligation to update, and expressly disclaim the obligation to update, any forward-looking statements made in this press release to reflect events or circumstances after the date of this press release or to reflect new information or the occurrence of unanticipated events, except as required by law.

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