MainStreetChamber Holdings ("MSCH") Completes Full Cancellation of All *kathy ireland* Worldwide Licensing Agreements. New Strategies for MSCH Announced.

Previously announced return of 25,000,000 shares, combined with an additional 15,000,000 shares, represents 40,000,000 total shares returned to MSCH with an approximate market value of $7.52 million; Company also eliminates prior non-dilution provision.

LAS VEGAS, NV — June 17, 2026 — MainStreetChamber Holdings, Inc. (OTCID: MSCH), a public holding company focused on licensing, business development, financial services, chamber expansion and disruptive consumer brands, today announced new growth strategies as well as the cancellation of its prior licensing agreements with *kathy ireland* Worldwide ("kiWW").

The cancelled agreements provided MSCH with certain licensing rights to operate as *kathy ireland* Licensing, *kathy ireland* Home and *ireland* Pay Licensing. Shortly after new agreements were entered into with Kathy Ireland, MSCH found itself impacted by a highly publicized legal dispute between Kathy Ireland and *kathy ireland* Worldwide. The litigation, which seems to be a *kathy ireland* Worldwide shareholders dispute, received national media attention, including coverage by Good Morning America, Nightline, People Magazine and various media outlets. Both sets of *kathy ireland* Worldwide shareholders are claiming actions against each other, which resulted in significant uncertainty and placed MSCH in a virtual holding pattern for approximately one year.

After extensive review, MSCH and the relevant parties have mutually agreed to cancel all prior agreements. As part of the company's new ongoing strategy, MSCH agreed to relinquish the specific licensing rights associated with *kathy ireland* Licensing, *kathy ireland* Home and *ireland* Pay Licensing.

In addition, MSCH's new strategy includes the cancellation of the prior non-dilution clause associated with the agreements. MSCH believes the removal of this provision is an important step in strengthening the Company's capital structure, eliminating potential future dilution obligations and providing greater flexibility as the Company continues its rebranding, acquisition, licensing and shareholder-value initiatives.

MSCH previously announced that Kathy Ireland returned 25,000,000 shares that had been issued in connection with the initial relationship.

MSCH is pleased to announce that major shareholders, including the Sterling Winters Carrasco Roseberry ("SWCR") Trust, who continue to believe in the mission, growth strategy and long-term vision of MainStreetChamber Holdings, have graciously agreed to contribute 15,000,000 shares to the Company.

Together, these combined shares total **40,000,000 shares**. Based on today's closing price of **$0.188 per share**, the total returned shares represent an approximate market value of **$7,520,000**.

The Company believes the cancellation of the prior non-dilution provision, along with the return of these shares, represents a major step in supporting MSCH's rebranding and shareholder-value initiatives. The SWCR shareholders have also expressed their continued commitment to helping MSCH bring additional value to the Company as it moves forward with its national expansion strategy.

"This represents an important milestone for MainStreetChamber Holdings," said Larry Kozin, Chairman and CEO of MainStreetChamber Holdings. "With the prior agreements now concluded and the related non-dilution provision eliminated, we can move forward with greater flexibility and focus, as we continue executing our growth strategy, expanding our licensing platforms and building long-term shareholder value."

Kozin continued, "We previously announced the return of 25,000,000 shares, and we are pleased that the SWCR Trust, major shareholders connected to the kiWW business-partner group, have agreed to contribute another 15,000,000 shares. Together, these 40,000,000 returned shares, representing approximately $7.52 million based on today's closing price, further strengthen our position as we continue our growth initiatives in an effort to support our shareholders. We are grateful for the confidence and support shown by the Sterling Winters Carrasco Roseberry Trust."

MSCH also noted that in the three years since becoming a public company, and throughout the prior 17 years of private-company licensing work led by Larry Kozin and John Bellave, the Company has maintained a strong track record of operating without litigation in what is often considered a highly litigious industry.

"John Bellave and I have spent nearly two decades in the licensing business, and we are proud that we have operated with integrity, transparency and without litigation," Kozin said. "While this chapter was difficult for MSCH, we are happy to move forward. We wish Kathy Ireland the best as she reorganizes her licensing program. We appreciate everyone associated with the SWCR Trust for introducing us to amazing opportunities and relationships. Their support has not waivered. This has been a learning experience, and we believe these events will ultimately benefit MSCH and its shareholders in very meaningful ways."

The new arrangement allows MSCH to fully separate from any uncertainty surrounding the kiWW-related agreements and continue advancing its own brands, licensing platforms and national growth strategy, including MainStreetChamber of Commerce, Advanced Licensing, ApexDiamond.co, Final Mile Technologies, Final Mile Laundry Service, Perfect Dreamer Mattress, KozyFurniture, Chamber Insurance Agency and Chamber Financial Services.

About MainStreetChamber Holdings, Inc.

MainStreetChamber Holdings, Inc. (OTCID: MSCH) is a public holding company focused on building, acquiring and licensing businesses across multiple sectors, including chamber-of-commerce expansion, financial services, insurance, technology, logistics, furniture, mattresses, lab-grown diamonds and disruptive owner-operator business models. Through its subsidiaries and affiliated brands, MSCH is developing scalable licensing platforms designed to support entrepreneurs, small businesses and shareholder value.

Forward-Looking Statements

This press release may contain forward-looking statements regarding future events, business strategy, growth initiatives, shareholder value, licensing opportunities, acquisitions, reorganizations, capital structure and other future expectations. These statements are based on current expectations and assumptions and are subject to risks and uncertainties that could cause actual results to differ materially. MainStreetChamber Holdings undertakes no obligation to update forward-looking statements except as required by law.

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