

CORPORATE UPDATE
SUPPLEMENTAL INFORMATION
ADDRESSING SOCIAL MEDIA DISINFORMATION

Boca Raton, FL, January 8, 2024 - Bell Buckle Holdings, Inc. (OTC: BLLB) (Company) www.bellbuckleholdings.com The management of the Company is of the opinion that this is not a newsworthy occasion - however enough of a material event, that requires public disclosure.

It has come to the attention of the Company that perhaps an organized group of individuals or maybe those with a hidden agenda have descended on Company via social media and chat type bulletin boards in a coordinated campaign type chat on the “stock discussion platforms”. It appears to the management that these individuals are attempting to restrain demand and suppress BLLB trading activity. This negative and slanderous campaign consists of rumors, innuendo, outright lies, mistruths, misrepresentations, and other inaccurate information.

While the Company policy is normally not to engage in responding and entertaining these childish and slanderous Internet posts our long-time shareholder base has requested that we as a Company address this issue and set forth only facts. Accordingly, this Supplemental Filing certifies the following for our great shareholders, stakeholders, and other interested parties:

1. **NOT ONE SINGLE SHARE OF THE COMPANY’S STOCK HAS BEEN SOLD BY A CONTROL PERSON** The current continuity of management and Preferred Share structure (which conveys control of the Company) has been in place since 2020 and remains undisturbed. Further, none of the management or control person has received **ANY MONETARY REMUNERATION** as a result of their respective positions within the Company. Both management’s and control persons’ upside are exactly aligned with everyone who owns a share of the Company - that is, by creating real, lasting value in the stock - **NOT BY INFLUENCING IN ANY WAY SWINGS** (up or down) in price or volume.
2. The Company has **NO JEOPARDY** associated with any litigation, criminal or civil, especially that in which several individuals who formerly made false representations of association with the Company for a purpose similar to that set forth above undertaken by those on Investor's chat board. We are of the opinion that these individuals attempted to illegally hijack the Company. It’s been legally determined the Company and its investors were victims. Any assertion otherwise is simply ignorant, uninformed, or deceitful. The Company was thoroughly vetted by OTC Markets during the process of its request for removal of the Caveat Emptor designation formerly on the stock and was given a clean ticker “bill of health” and worthy of the Caveat removal, which occurred in January 2022.
3. Management and its representatives are actively engaged in procuring a merger. In Q4, Y2023, it believed a merger would be completed by December 31, 2023. In fact, a LOI was negotiated, and its terms pursued. However, after the targeted company attempted to pass the due diligence stage designed to ensure BLLB shareholders receive a high-quality asset, it was determined that the incoming targeted merger Company was either unable or unable to pass BLLB due diligence process. Our findings supported our suspicions that the targeted incoming merger company required excessive cash to reach its objectives. This would of exposed the Company to excessive dilution which we felt was not in our and our shareholders best interest. Our further query also confirmed that there are better companies that could deliver value to the BLLB organization and vice versa. After exiting from the youth sports industry, our goal is to consummate a deal with an existing entity in a high growth, rapidly scalable space. We have retained a West Palm Beach M&A firm (MMG) a boutique financial services firm with nearly 20 years and hundreds of millions in merger deal under their belt. They wisely advised the Company with respect to the proposed merger “you only get one shot to get a great company in for your shareholders, so do it right this time.” The result was that we passed on the LOI and will do the “right” deal. To that end, we were also advised and it is evident on its face that the entire OTC Market is undergoing a positive transformation and a change. Case in point:

Sept 2021 15c211 Rulings and new stringent Adequate Disclosure requirements. BLLB Company aspirations are to locate an operating Company that can subject itself to an SEC audit and in a consolidated effort become an SEC reporting co in concert with BLLB; and then move on up to QB rank and beyond.

4. **THERE ARE PLANS TO CHANGE IN MANAGEMENT IN Q1.** Whether wholly in connection with a merger or for the purpose of effectuating the same, the Board has committed to new management and doing all that it can to create a WIN WIN relationship for our shareholders and followers. Again, as this is worth repeating our long term plans are addressed in STEP #3 above so the upcoming changes aforementioned are part and parcel to our global corporate uplisting and becoming an SEC reporting issuer plan.

We want to thank our loyal shareholder base and will continue to provide updates as they occur for the sole purpose of keeping you informed.

The Company asks its shareholders and followers to read and review the periodic compulsory OTC Markets disclosure documents (Adequate Disclosure) Those documents are self-explanatory and affirm our position herein.

More details will follow on a timely basis.

CONTACT:

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Safe Harbor Statement

This press release contains forward-looking statements that can be identified by terminology such as "believes", "expects", "potential", "plans", "suggests", "may", "should," "could", "intends", or similar expressions. Many forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual results to be materially different from any future results implied by such statements. These factors include, but are not limited to, our ability to continue to enhance our products and systems to address industry changes, our ability to expand our customer base and retain existing customers, our ability to effectively compete in our market segment, the lack of public information on our company, our ability to raise sufficient capital to fund our business, operations, our ability to continue as a going concern, and a limited public market for our common stock, among other risks. Many factors are difficult to predict accurately and are generally beyond the company's control. Forward-looking statements speak only as to the date they are made, and we do not undertake to update forward-looking statements to reflect circumstances or events that occur after the date the forward-looking statements are made.

Bell Buckle Holdings Board of Directors
January 8, 2024