

Stran & Company Announces Multimillion-Dollar Contract to Power Rewards Program for Leading Gaming Company

Contract Expands Stran's Role in Running Premium Loyalty Programs Within the Gaming Sector

Quincy, MA, Jan. 28, 2026 (GLOBE NEWSWIRE) -- **Stran & Company, Inc.** ("Stran" or the "Company") (NASDAQ: SWAG) (NASDAQ: SWAGW), a leading outsourced marketing solutions provider that leverages its promotional products and loyalty incentive expertise, today announced a new multimillion-dollar contract with a premier sports betting and gaming company to support its rewards and loyalty program for top-tier players.

Under the agreement, Stran will develop and provide tailored gift options for reward redemption, helping the gaming company recognize and celebrate its most loyal players through one-of-a-kind gifts, and exclusive curated experiences. The program is designed to honor continued player support and gaming progress while delivering meaningful, memorable rewards that strengthen long-term engagement. Stran's role includes sourcing, customizing, and managing a wide range of premium rewards that align with individual player preferences, ensuring a personalized and high-impact experience at every redemption milestone.

"This partnership is a strong validation of Stran's ability to deliver highly customized, premium loyalty solutions for some of the most sophisticated brands in the market," said Andy Shape, Chief Executive Officer of Stran & Company. "These types of rewards programs require far more than transactional incentives—they demand thoughtful curation, operational excellence, and a deep understanding of what truly resonates with top-tier audiences. By developing tailored gift options, and once-in-a-lifetime experiences, we help our partners meaningfully recognize their most loyal players and celebrate their continued engagement. We're proud to support a program that elevates player appreciation while driving long-term brand loyalty."

About Stran

For over 30 years, Stran has grown to become a leader in the promotional products industry, specializing in complex marketing programs to help recognize the value of promotional products, branded merchandise, and loyalty incentive programs as a tool to drive awareness, build brands and impact sales. Stran is the chosen promotional programs manager of many Fortune 500 companies, across a variety of industries, to execute their promotional marketing, loyalty and incentive, sponsorship activation, recruitment, retention, and wellness campaigns. Stran provides world-class customer service and utilizes cutting-edge technology, including efficient ordering and logistics technology to provide order processing, warehousing and fulfillment functions. The Company's mission is to develop

long-term relationships with its clients, enabling them to connect with both their customers and employees in order to build lasting brand loyalty. Additional information about the Company is available at: www.stran.com.

Forward Looking Statements

This press release contains “forward-looking statements” that are subject to substantial risks and uncertainties. All statements, other than statements of historical fact, contained in this press release are forward-looking statements. Forward-looking statements contained in this press release may be identified by the use of words such as “anticipate,” “believe,” “contemplate,” “could,” “estimate,” “expect,” “intend,” “seek,” “may,” “might,” “plan,” “potential,” “predict,” “project,” “target,” “aim,” “should,” “will” “would,” or the negative of these words or other similar expressions, although not all forward-looking statements contain these words. Forward-looking statements include, but are not limited to, the Company’s expectations regarding synergies from its acquired businesses, its financial position and operating performance, its expectations regarding its business initiatives, the Company’s expectations about its operating performance, trends in its business, the effectiveness of its growth strategies, its market opportunity, and demand for its products and services in general. Forward-looking statements are based on the Company’s current expectations and are subject to inherent uncertainties, risks and assumptions that are difficult to predict. Further, certain forward-looking statements are based on assumptions as to future events that may not prove to be accurate. These and other risks and uncertainties are described more fully in the section titled “Risk Factors” in the Company’s periodic reports which are filed with the Securities and Exchange Commission. Forward-looking statements contained in this announcement are made as of this date, and the Company undertakes no duty to update such information except as required under applicable law.

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