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Stran & Company Announces Three-Year, Multimillion-Dollar Contract Extension with a Premier Nonprofit Running Organization

Extension Reinforces Stran's Leadership in Large-Scale Experiential and Branded Merchandise Program

Quincy, MA, Jan. 23, 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, announced that it has signed a three-year, multimillion-dollar contract extension with a premier nonprofit running organization. This customer is one of the most recognized community-based running organizations globally, annually producing dozens of adult and youth races as well as hosting one of the world's largest and most prestigious marathons, attracting tens of thousands of participants. The organization is widely known for its mission-driven approach to promoting health, wellness, and community engagement through inclusive and accessible running programs.

Under the agreement, Stran will continue to serve as a key merchandise partner, providing branded apparel and merchandise for the organization's flagship annual marathon and other marquee running events. The extension builds on an established relationship and reflects the customer's continued confidence in Stran's ability to execute complex, high-volume merchandise programs for world-class sporting events. The contract extension is expected to contribute predictable, recurring revenue and aligns with Stran's strategy to expand long-term partnerships with premier organizations and high-profile events.

"This multi-year extension with a globally recognized running organization is a strong validation of our capabilities," said Andy Shape, Chief Executive Officer of Stran & Company. "Supporting a marquee marathon of this scale requires precision, reliability, and the ability to perform under demanding timelines. This agreement provides meaningful revenue visibility while further strengthening our position within the sports and experiential marketing vertical."

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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