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**PICKLEJAR AND CMA OF TEXAS ANNOUNCE PARTNERSHIP
TO FEATURE CURATED PLAYLISTS AND CONTENT**

HOUSTON, TX (November 15, 2022) – PickleJar, a leading Texas-based music and entertainment software company, today announces a strategic partnership with the Country Music Association of Texas, a renowned music trade organization recognizing and promoting country artists, to launch an editorial playlist and content series titled “The Texas Confidential” featuring the regional formats and the emerging musical talents from across the state.

Starting in November, PickleJar members can listen to this exclusive content series in the PickList™ section of the PickleJar Live app. In collaboration with the CMA of Texas, the curated playlists also will offer listeners behind-the-scenes interviews with award-winning artists and songs breaking the weekly charts.

“Over the last 50 years, our organization is always looking for ways to evolve our reach, to expand the influence of Texas artists around the world with different sounds and scenes, and help usher in a the next generation of superstars,” said Mary Minter, CMA of Texas Director. “We believe ‘The Texas Confidential’ series to be a vital part of our mission to give our Texas musicians more exposure and distribution, and we could not be more thrilled to work with the PickleJar team.”

Over the last two years, the two companies have worked together to produce and live stream the CMA of Texas Annual Texas Music Award Show. The in-app experience provides exclusive access to the live performances from these shows and in-studio performances by special guest of their radio partners. Additionally, a portion of sponsorship revenue generated by the series will go back to supporting the Texas music community through the CMA of Texas programs.

“We continue our unwavering support of artists at every stage of their careers, and this partnership is key to highlighting these local musicians and bringing their talents to the fans,” said Jeff James, PickleJar chief executive officer. “I could not be prouder to be part of the amazing work Mary and her team do for country music.”

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ABOUT PICKLEJAR HOLDINGS

PickleJar unlocks the potential of shared entertainment experiences through an integrated suite of software and services designed to inspire human creativity and enrich lives. Developed for

the era of social commerce, we continuously work to advance tools to unify the touchpoints of Fan engagement with emerging Artists, mid-sized venues, and global brands. By embedding secure payment technology, data intelligence and content distribution, PickleJar's innovative Artist promotion programs, Venue Managed Services and wide range of mobile apps create a 360° view of how Fans and Patrons connect with the music and moments that matter most.

ABOUT CMA OF TEXAS:

The CMA of Texas is all about recognizing great Texas independent musicians, songwriters, instrumentalists, DJs, radio stations (traditional and digital), radio programmers, film and TV personalities, venues and those individuals devoted to the growth and preservation of Texas Americana, Western Swing, Cowboy Western and Texas country music. Learn more at cmaoftexas.com.