

SurgePays Launches ClearLine Across All Market Basket Stores, Driving High-Margin Recurring SaaS Revenue Through Nationwide Retail Media Rollout

Digital platform on mounted flat screens will allow for video advertising and controlled promotions in real-time

BARTLETT, Tenn., Aug. 28, 2025 /PRNewswire/ -- [SurgePays](#), Inc. (NASDAQ: SURG) ("SurgePays" or the "Company"), a wireless and point-of-sale technology company, today announced the full deployment of smart digital advertising and content display units across all 17 [Market Basket Food Stores](#) in North Carolina through SurgePays' innovative [ClearLine](#) software-as-a-service (SaaS) platform.

ClearLine transforms mounted flat screens into fully connected retail media hubs, capable of running video ads, dynamic promotions, coupons and QR codes in real-time. ClearLine provides retailers with a reliable way to engage shoppers, foster brand loyalty and unlock new advertising revenue streams.

"The deployment of ClearLine across Market Basket's stores is a powerful validation of our strategy—driving shopper engagement, lifting sales at checkout and creating new subscription-based advertising revenue streams. We have a future goal of AI-powered marketing that considers day, time of day and factors such as inventory, other distributor input and marketing dollars for maximum consumer engagement," said Brian Cox, CEO of SurgePays.

The addition of smart technology in-store will enable control over advertising, the rotation of ads, the ability to play videos and facilitate promotions through coupons and QR codes. By replacing outdated and unreliable signage, ClearLine empowers store owners to run dynamic, targeted campaigns that boost shopper engagement and brand loyalty, while simultaneously creating new advertising revenue streams that drive measurable ROI for both retailers and SurgePays. This deployment highlights ClearLine's ability to turn a long-standing retail challenge into a scalable, high-margin, subscription-based revenue opportunity delivering value not only to retailers and brand partners, but also to SurgePays shareholders.

Cox continued, "This rollout represents a key milestone in SurgePays' scalable revenue roadmap to expand ClearLine across its nationwide wireless retail network, which spans thousands of locations. With a proven model now operating at scale, we believe SurgePays is positioned to accelerate installations into additional convenience and independent grocery chains, driving predictable SaaS revenues, increasing market share and delivering sustained long-term shareholder value through this scalable, high-margin revenue platform."

Each location that has adopted this in-store digital advertising technology will carry and be tied to SurgePays' point-of-sale ClearLine software.

"We started on this journey nearly two years ago when we decided to do marketing in our stores by installing digital signage screens," said Steve Hunt, vice president of Market Basket Food Stores and chairman of the board of the statewide North Carolina Retail Merchants Association. According to Hunt, the initial effort failed repeatedly, with the screens going dark after just three hours of operation. They needed a tech and marketing savvy partner to get the screens working properly, which would allow them to easily upload and change content throughout the day to support their customers and brand partners.

"We greenlighted the expansion to all our stores. ClearLine manages all our content and promotions," said Hunt.

Market Basket selected SurgePays' ClearLine platform to overcome the shortcomings of legacy digital signage, which typically consists of flat screens with USB drives displaying rotating photos. With ClearLine, stores can now run dynamic, dayparted campaigns from promoting fresh morning coffee to highlighting afternoon beverage specials alongside sponsored brand messages. This capability not only enhances the in-store customer experience but also delivers measurable sales lift at the point of purchase, proving ClearLine's value as a revenue-driving solution for SurgePays' scalable growth strategy.

About SurgePays, Inc.

SurgePays, Inc. is a wireless, fintech, and point-of-sale company focused on delivering mobile connectivity and financial services to underserved communities. As both a mobile virtual network operator (MVNO) and mobile virtual network enabler (MVNE), SurgePays operates its own wireless brand while also providing back-end infrastructure, including provisioning and billing, to other wireless providers. The Company's proprietary point-of-sale platform is used nationwide in thousands of retail locations, enabling SIM activations, top-ups, and digital financial services. SurgePays is built to scale and uniquely positioned to grow across both retail and wholesale wireless channels. Visit www.SurgePays.com for more information.

Cautionary Note Regarding Forward-Looking Statements This press release includes express or implied statements that are not historical facts and are considered forward-looking within the meaning of Section 27A of the Securities Act and Section 21E of the Securities Exchange Act. Forward-looking statements involve substantial risks and uncertainties and generally relate to future events or our future financial or operating performance. These statements may include projections, guidance, or other

estimates regarding revenue, cash flow, business growth, market expansion, or customer acquisition. In some cases, you can identify forward-looking statements by the following words: "may," "will," "could," "would," "should," "expect," "intend," "plan," "anticipate," "believe," "estimate," "predict," "project," "potential," "continue," "ongoing," "attempting," or the negative of these terms or other comparable terminology, although not all forward-looking statements contain these words.

Although we believe the expectations reflected in these forward-looking statements, such as regarding our nationwide rollout of Clearline, our ability to expand installations into other stores and the high margins on Clearline, these statements relate to future events or our future operational or financial performance and involve known and unknown risks, uncertainties, and other factors that may cause actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements. Furthermore, actual results may differ materially from those described in the forward-looking statements and will be affected by a variety of risks and factors that are beyond our control, including, without limitation, the assumption that the Company will be able to obtain high-margin recurring revenues, statements about our future financial performance, including our revenue, cash flows, costs of revenue and operating expenses; our anticipated growth; and our predictions about our industry and customer demand. These include, but are not limited to, our ability to scale our prepaid wireless business, transition ACP subscribers to Lifeline, maintain our MVNE partnerships, and achieve financial targets. The forward-looking statements contained in this release are also subject to other risks and uncertainties, including those more fully described in our filings with the Securities and Exchange Commission ("SEC"), including in our Annual Report on Form 10-K for the fiscal year ended December 31, 2024. The forward-looking statements in this press release speak only as of the date on which the statements are made. We undertake no obligation to update, and expressly disclaim the obligation to update, any forward-looking statements made in this press release to reflect events or circumstances after the date of this press release or to reflect new information or the occurrence of unanticipated events, except as required by law.

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