

# SurgePays Enlists Jason L. Aaron to Develop National Sales Rollout Strategy

BARTLETT, Tenn., December 15, 2021 – SurgePays, Inc. (Nasdaq: SURG) (“SurgePays” or the “Company”), has selected Jason L. Aaron, a highly successful sales leader and strategic partnership developer, to consult on the development of the blueprint for building, implementing, and scaling the company’s national sales expansion strategy.

SurgePays is a fintech company providing a complete suite of financial services and prepaid products to convenience and neighborhood stores serving the underbanked market. With a current base of over 8,000 retail c-stores, served by an independent sales force, the Company plans to create a nationwide in-house sales team to dramatically expand its footprint and increase same store sales.

Aaron enjoys nearly two decades of building fintech and travel services sales teams. He currently serves as senior director, Strategic Partnerships, for Onriva Inc., the only omni-channel, AI-powered and patented tech travel marketplace in the industry. Previously, he worked for more than 11 years with American Express Global Business Travel with approximately 12,000 employees and operating in 140 countries, where he served as director, Private Equity and GPO Partnerships. He enjoyed multiple years exceeding company goals & standards and managed teams that included sales leaders and direct reports and indirect reports that spanned the globe.

“Jason Aaron is an accomplished sales professional with a more than 15-year track record of building and managing sales teams, partnership strategies and exceeding expectations in every role he has played,” said Brian Cox, chairman and CEO, SurgePays. “As a senior-level consultant, he will work closely with Company management and myself to implement many of his proven sales blueprints for scaling our in-house national sales team with a laser-focus on retail store expansion and increased revenues.

“When I speak of Jason’s blueprint, I’m being quite literal as he will be our lead consultant in the design and rollout of our compensation and bonus incentives plan, sales leadership and sales training, territory alignment, employee vetting and referral services, sales activity standards, performance tracking and more. Jason is proof we are building out a world-class team. His hands-on consulting for our executive team will help speed our buildout in 2022 in order to deliver results to our stakeholders as quickly as possible.”

“It’s a privilege to have the opportunity to consult with SurgePays at this critical juncture in the Company’s growth and expansion following its recent uplisting to the NASDAQ,” said Jason Aaron. “To already have 8,000 stores on the SurgePays network without a national sales team gives me great confidence in SurgePays exceeding the 50,000 stores goal once the team has been built and the program put in motion. I look forward to deploying my proven system of hiring, incentivizing, accountability, and success driven initiatives.

“I am amazed at the sheer possibilities of scaling with SurgePays when you consider doing \$2,500 a month in sales per store in 50,000 stores. I share the Company’s excitement in its mission to serve the tens of millions of underbanked consumers who turn to their neighborhood stores for a wide range of financial services and products. I can’t wait to see how the Company looks in the near future as SurgePays accelerates its plans and develops a presence in key markets throughout the U.S.”

## About SurgePays, Inc.

SurgePays, Inc. is a B2B fintech with other verticals in the underbanked and software development space. SurgePays utilizes its blockchain software platform to offer a comprehensive suite of essential financial services and prepaid products for the underbanked, along with top selling consumable products to convenience stores, community stores, mini-marts, tiendas, and bodegas. Please visit [www.SurgePays.com](http://www.SurgePays.com) for more information.

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