EARI Provides Shareholder Update, Highlights Growth Strategy and Momentum Across Subsidiaries

Shareholder update !!!!

New York City, New York Jul 29, 2026 (Issuewire.com) - We hope everyone is enjoying a great summer!

Entertainment Arts Research, Inc. (OTC: EARI), **("EARI" or the "Company"), a diversified entertainment and media holding company,** is pleased to announce that the Company's **Q2 financial filing has been posted**, marking another step forward as management continues to execute its strategic turnaround plan focused on debt reduction, operational growth, and long-term shareholder value.

While management remains focused on reducing legacy debt, the Company is equally excited about the progress being made by its operating subsidiaries, **BMR Global Distribution** and **Kendrick Global Brands**.

Kendrick Global Brands continues preparations for the planned launch of its **Bubble Tea product line** later this year, an initiative that management believes has the potential to expand the Company's presence in the fast-growing beverage marketplace. At the same time, BMR Global Distribution is receiving encouraging customer interest in its expanding portfolio of **gummy products**, reinforcing the Company's commitment to building scalable consumer brands.

Beyond its existing operations, EARI continues to actively pursue strategic acquisitions, partnerships, and joint venture opportunities designed to strengthen its portfolio, diversify revenue opportunities, and accelerate long-term growth.

Management is also working toward securing additional growth capital that would support the expansion of the Company's **Film Production Division** and **Live Events Division**. These initiatives are intended to broaden EARI's business platform and create additional opportunities within the entertainment and consumer products sectors.

The company is also in discussions to hire a outside firm to update our website and assume the daily responsibility of posting on our Social Media sites.

"Our focus remains on executing our business plan, strengthening our balance sheet, expanding our operating businesses, and creating long-term value for our shareholders," said management. "We believe the foundation we are building today positions the Company for exciting opportunities as we continue to move forward."

The Company looks forward to providing additional updates as new milestones are achieved and thanks its shareholders for their continued confidence, patience, and support.

About Entertainment Arts Research, Inc. (OTC: EARI)

Entertainment Arts Research, Inc. is a diversified holding company focused on consumer products, entertainment, strategic acquisitions, partnerships, and brand development. Through its subsidiaries, including BMR Global Distribution and Kendrick Global Brands, the Company continues to pursue opportunities designed to build sustainable long-term growth and shareholder value.

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Safe Harbor Disclosure

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied. These risks include, but are not limited to, the Company's ability to complete the proposed transaction, market conditions, and other risks disclosed in the Company's filings with the Securities and Exchange Commission. The Company undertakes no obligation to update any forward-looking statements, except as required by law.

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