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Genius Properties Ltd.

CSE: GNI

## **GENIUS APPOINTS 5 HOUR ENERGY DRINKS CO-FOUNDER TOM MORSE EXECUTIVE VICE PRESIDENT AND EXECUTIVE VICE PRESIDENT TO ITS ZENCIG SUBSIDIARY**

**October 14, 2014 – Montreal, Quebec** – Genius Properties Ltd. (the “**Corporation**”) (CSE: GNI) is pleased to announce that Mr. Thomas Morse has joined as Executive Vice President for the Corporation. Additionally, Mr. Morse, a leader in the nutritional supplement and consumer health products market, has been appointed Executive Vice President of ZenCig Corp., a Genius subsidiary. His expertise includes developing and executing growth strategies, building consumer brands and categories, driving business turnarounds, acquisitions, developing high performance teams and creating shareholder value. His sector focus includes consumer packaged goods and technology-based businesses in emerging industries and markets.

Prior to joining, Mr. Morse was the co-founder and President of Living Essentials, LLC (*5-Hour Energy*) from 1999 to 2005. During that period he managed the *5-Hour Energy* business and the very successful advertising campaigns utilized by *5-Hour Energy*. He helped create and establish the new “*energy shot*” segment of the functional beverage and supplement market, which is now a widely-accepted and standard industry category. He managed significant growth during his tenure as President, supervised all aspects of the business, established U.S. distribution arrangements with leading national retailers (including Walmart, Walgreens and 7-Eleven). Mr. Morse also invented, launched and managed *Chaser* (a nutritional supplement hangover remedy) for Living Essentials. *Chaser* was recognized as a top 25 product at Walgreens, Rite Aid, and GNC. Morse also established international distribution arrangements in major international markets. Morse holds a B.A. in Accounting from Michigan State University and was a CPA and senior consultant with Deloitte early in his career.

“Thomas’ appointments are an integral part of our strategy that we have been searching for to lead ZenCig’s electronic cigarette business,” stated Stéphane Leblanc, President and CEO of Genius. “We now have an outstanding product portfolio, management team, and distribution strategy to aggressively pursue business growth in this sector. He brings a wealth of experience, excellent relationships and has the track record to elevate ZenCig to the next level,” Mr. Leblanc added.

“I am honoured to be joining the team and highly enthusiastic about this opportunity,” said Mr. Morse. “ZenCig’s brands have tremendous potential to penetrate the industry and address the growing need for a healthy alternative to traditional cigarette smoking. I am passionate about offering consumers a safer alternative to smoking cigarettes.”

### **About Genius Properties**

Genius is primarily targeting Quebec's excellent mineral potential to discover new world-class deposits and is the ideal partner for exploration companies and capital pool companies looking for qualified transaction projects of merit. The Company intends to enter various types of agreements on its available mineral properties. Management is currently evaluating, through specialized wholly-owned subsidiaries of the Corporation, other opportunities in other markets and industries having a strong growth potential to enhance shareholder value in the short-term. To-date, wholly-owned subsidiaries of the Corporation include 100% of the assets of Zippler, a patent pending geo-location based application and social network,

and 70% of the assets of ZenCig, a company specializing in the distribution and processing of electronic cigarettes.

### **Summary of our subsidiaries**

#### **About ZenCig**

ZenCig is a cleaner and healthier alternative to smoking for all. ZenCig is one of the leading electronic cigarette companies in this rapidly emerging and fast-growing market. The Company began online sales in 2011 and expanded to retail in 2013. ZenCig offers the highest quality and latest technology in this market. ZenCig provides an artificial flavored vapor with or without nicotine. A cartridge filled with an aromatic liquid is located in the filter. Ingredients contained in the cartridge include nicotine, artificial flavor and glycerol. During inhalation, the microprocessor enables a spray, mixing the air inhaled with the liquid contained in the cartridge. This vapor is then inhaled by the user. Evaporation of glycerol allows an imitation of real smoke produced by a cigarette. A LED at the end of the cigarette simulates true combustion and the sprayed mixture is delivered at a temperature of 50-60 Celsius degrees which is comparable to regular tobacco cigarette. With a soft filter and same size and weight as a real cigarette, it really gives to its user the most realistic experience of a tobacco cigarette. And without tar, ash and second hand smoke, people can really start to **BREATH AGAIN !** With its established online presence and the lowest retail price in the world, the ZenCig management team is positioned to leverage its already well-recognized brand and give great value to its shareholders.

[www.zencig.com](http://www.zencig.com)

#### **About Zippler**

Zippler is a PATENT PENDING location-based social network and microblogging service, using a unique navigation scheme and user interface, that enables its users to locate and interact with people around them, plan group activities, get information, discover cool new things, get targeted local offers and a lot more – all based on your location.

[www.zippler.com](http://www.zippler.com)

This news release contains forward-looking information within the meaning of applicable Canadian securities laws. All information other than historical fact is forward-looking information. Forward-looking information relates to future events or future performance and is based on GNI current internal expectations, estimates, projections, assumptions and beliefs. Forward-looking information is often, but not always, identified by the use of words such as "expect", "project", "proposed", "intend", "seek", "anticipate", "budget", "plan", "continue", "estimate", "forecast", "may", "will", "predict", "potential", "targeting", "could", "might", "should", "believe" and similar expressions. Although management considers the assumptions and estimates, reflected in forward-looking information, to be reasonable, based on information currently available, there can be no assurance that such information will prove to be correct. As a consequence, actual results may differ materially from those anticipated.

Undue reliance should not be placed on forward-looking information which is inherently uncertain, and subject to known and unknown risks and uncertainties (both general and specific) and other factors that contribute to the possibility that the future events or circumstances contemplated by the forward looking information will not occur or that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such forward-looking information. These risks include, but are not limited to risks associated with general economic conditions, the actual results of current exploration activities, conclusions of economic evaluations, changes in project parameters as plans continue to be refined, future metal prices, financial risks and substantial capital requirements. Further information regarding certain of these risks (as well as risks relating generally to the Company's business) may be found under the headings "Risks and Uncertainties", "Forward-Looking Information" and "Financial risk factors" in the latest Company's Management's Discussion & Analysis on

www.sedar.com. Readers are cautioned that the foregoing list of factors that may affect future results is not exhaustive. The forward-looking statements contained in this news release are made as of the date hereof and GNI does not undertake any obligation to update publicly or to revise any of the included forward-looking statements, except as required by applicable law. The forward-looking statements contained herein are expressly qualified by this cautionary statement.

The CSE has neither approved nor disapproved the contents of this press release. The CSE does not accept responsibility for the adequacy or accuracy of this release.

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