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Genius Properties Ltd.

CSE: GNI

## **GENIUS PROPERTIES LTD. CREATES DISTRIBUTION SUBSIDIARY AND APPOINTS GREG STALEY PRESIDENT AND SYLVAIN TOUSIGNANT VICE PRESIDENT**

**November 18, 2014 – Montreal, Quebec** – Genius Properties Ltd. (the “**Corporation**”) (CSE: GNI) is pleased to report the creation of a wholly-owned subsidiary, Genius Brand Management (“GBM”), and appoint Greg Staley as its President. GBM will be the distribution division of Genius, bringing quality products to market throughout the world by optimizing and growing distribution capabilities, streamlining new products in distribution channels, leveraging the electronic cigarette network already developed.

In addition, Genius announces the grant of an exclusive distribution license to GBM to implement distribution of DeKang’s newly signed products: Detab nicotine alternative, Dekang Europe E-liquids, and Q10 series.

Stéphane Leblanc, President and CEO of Genius, stated “This is a major step for us and we are pleased to announce this progress. We have the right team and infrastructure ready to serve the growing demand for product distribution in North America. This is a direct result of the team we have assembled and their proven ability to distribute and sell premium products to North American markets. Quite frankly, I have never been so excited about the future and the direction of the Corporation since its inception.”

“We are eager to enter into our new relationship with Dekang for launch of this brand throughout the USA and Canada,” said Greg Staley. Mr. Staley notes, “While this category is rather new to North America, it is growing at a staggering rate. This business is driven primarily through the many regional players and on-line internet sites. Genius Brand Management will bring our big business approach to the launch of Dekang, making it one of the first brands in the USA and Canada to target distribution into mainstream retailers nationally. He added, “We are especially excited as Dekang products are manufactured in only trusted quality facilities and have a proven track record in Europe. They use natural ingredients which, not only provide a healthier solution for Vaping Oils and electronic cigarettes, but gives our team and retailers an innovative new product with a substantial point of difference to launch in this rapidly expanding category.”

In addition, the Corporation announces that it has engaged Quebec-based sales and marketing services firm Groupe conseil Gestéox Inc. and co-owner Sylvain Tousignant will assume the role as GBM’s Vice President, Business Development for Canada and the United States.

Sylvain Tousignant commented, “I am thrilled to be joining the GBM team as Vice President, Business Development.” “The skilled team and over 70 sales agents are impressive and already working diligently taking existing brands to market and ready to launch new ones. This team possesses a combination of unique skill sets exceedingly difficult to assemble, so I look forward to joining forces and collectively this business will explode.”

Mr. Staley has a proven record of directing business and sales strategy, and leading organizations to achieve growth and increased profitability. He has over 20 years of experience in the consumer products industry, beginning with major companies including SC Johnson Wax and Maple Leaf Foods. Mr. Staley more recently directed his big business experience toward small- to mid-sized companies where he excelled at taking new and existing brands to market. Working to build business in smaller companies has gained him valuable knowledge and experience to lead and pioneer GBM’s growth through his industry contacts and over 60 sales agents across Canada and the United States.



Mr. Tousignant, a Quebec businessman, is highly regarded in the community, where passion and involvement are part of both his social and relationships. He is currently the co-owner of Gestéox Inc., a company that offers business solutions services to leaders of organizations, predominantly in sales for the last four years. He has over 20 years experience in senior sales and strategic experience with national companies, in addition to strong leadership and extensive Board experience. During his career in sales, he has held several positions within the multinational Maple Leaf, beginning with an Account Manager's role in 1998. Subsequently, he was promoted to the position of Quebec Retail Team Manager, Six Sigma Black Belt where he was certified to become a specialist in change management, up to Director of Quebec Sales in its bakery division, Canada Bread. Straight out of University he worked in sales for Gillette Canada and for Johnvince Foods. Mr. Tousignant is involved in the Canadian sales community being the Chair of the Canadian Professional Sales Association's (CPSA) Board of Directors.

### **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](http://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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