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Genius Properties Ltd.

CSE: GNI

## **GENIUS PROPERTIES LTD ENTERS EXCLUSIVE CANADIAN DISTRIBUTION AGREEMENT FOR REALTREE® OUTDOOR ENERGY DRINK**

**December 3, 2014 – Montreal, Quebec** Genius Properties Ltd. (the “**Corporation**”) (CSE: GNI), is pleased to announce that it has entered an exclusive Canadian distribution agreement for REALTREE® Outdoor Energy Drink.

REALTREE® is a lifestyle brand that has a billion dollar worldwide platform and massive loyal consumer base. REALTREE® Outdoor Energy Drink continues to be featured across multiple TV productions including: Duck Dynasty, Swamp People, NASCAR, Honey Boo Boo and Moonshine. Recently, a leading clothing line has launched a line extension featuring REALTREE® patterns.

Stéphane Leblanc, President and CEO of Genius, commented “With REALTREE® Outdoor Energy, I see a major opportunity to enter the Canadian market with this highly sought-after mega brand. Canadian REALTREE® fans will love the taste and keep coming back!”

### **About Realtree**

REALTREE® is a clear brand leader in camouflage patterns. They excel in outdoor clothing, accessories, drinks and products with over 70% market share of the camouflage world. Major brand sponsorships include: Chevy, Busch Beer, eXmark, New Holland, Jack Link’s, Hunt Bros. Pizza, Otter box, REALTREE® Outdoor Energy, Crocs, Under Armour, and more. The business has a significant online, social media, TV and print presence already established.

### **About Genius**

Genius is an international firm dedicated to building, buying, investing, and representing the next generation of brands. We focus on selecting and marketing brands that are innovative, eco-friendly, and/or are market disruptors. We only work with brands that have scalable revenue potential.

### **A PROVEN TEAM AND FORMULA**

- Ensures systems are in place to conduct business
- Provides the execution strategy for launching brands
- Develops powerful presentations for launch of products
- Creates marketing programs that are affordable but look like tier 1 companies
- Build national and international sales teams to successfully launch products with great potential

### **For more information, contact:**

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