

# MEZZI HOLDINGS INC.

#300-1090 Homer Street, Vancouver BC

NEWS RELEASE Tel: 778-998-9242 | Fax: 604-685-4675 | TSX.V: MZI

## ALEXANDER ZAR JOINS MEZZI AS PRODUCTION COORDINATOR

**January 7, 2015:** Mezzi Holdings Inc. ("Mezzi" or the "Company") (TSX-V: MZI) has appointed Alexander Zar as its production coordinator.

As Mezzi's production coordinator, Mr. Zar will assume responsibility for overseeing the sourcing and manufacturing of its recently commercialized "smart luxury" collection of fashion accessories including handbags, totes, clutches, duffels and briefcases.

Mr. Zar is the founder and president of Los Angeles-based LA LA Land Production and Design and has more than 20 years of experience in luxury goods design, manufacturing and distribution in Italy, USA and Asia. With an MBA from the University of Pittsburgh in International Business, he's developed specialized skills in vertical integration from design concept through to development and retail.

Keir Reynolds, Mezzi's chief executive officer, commented: "We're excited to welcome Alexander to the team here at Mezzi. He brings a tremendous reputation synonymous with Made in America luxury. Alexander is a true expert in 'just-in-time' manufacturing and has assisted immensely in helping us develop supply chains with extremely short lead times and volume scalability."

### About Mezzi

Mezzi is disrupting the status quo in the luxury accessories market as it recently unveiled a beautiful new product line featuring cutting edge technology, making Mezzi the true smart luxury brand. Each piece, including handbags, duffel bags and essential leather goods, allows wireless connectivity between your Mezzi bag and smartphone, providing a completely new user experience. With fine leather sourced directly from Italy, all pieces in the Mezzi Smart Luxury collection are manufactured in the USA.

### For further information please contact:

Mr. Raif Adelberg,  
President – Mezzi Holdings Inc  
Tel: (604) 306-8875  
Email: [raif@mezzi.com](mailto:raif@mezzi.com)

Mr. Keir Reynolds  
CEO  
Tel: (778) 998-9242  
Email: [keir@mezzi.com](mailto:keir@mezzi.com)

### ON BEHALF OF THE BOARD

*Keir Reynolds*  
Chief Executive Officer

*Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.*

*This news release may contain forward-looking statements. These statements are based on current expectations and assumptions that are subject to risks and uncertainties. Actual results could differ materially because of factors discussed in the management discussion and analysis section of our interim and most recent annual financial statement or other reports and filings with the TSX Venture Exchange and applicable Canadian securities regulations. We do not assume any obligation to update any forward-looking statements, except as required by applicable laws.*