

# MEZZI HOLDINGS INC.

#1001 – 1185 West Georgia Street, Vancouver BC

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

## MEZZI PLANS 25 POP-UP SHOPS

**May 24<sup>th</sup>, 2016:** Mezzi Holdings Inc. ("MEZZI", "MEZZI BRAND GROUP" or the "Company") (TSX-V: MZI, FRA: 0MZ) is pleased to announce that its summer MEZZI capsule collection is nearing launch and will feature availability of all-new styles in several new colourways.

As part of this launch, MEZZI plans this summer (June through August) to partner with 18 different retailers and boutiques to host 25 in-store pop-up shops in 20 North American cities. Named the #ShowAndTech Summer Tour, and based upon the success of previous events, the pop-up shop strategy is being aggressively expanded to allow more customers the ability to see and experience MEZZI's unique products in-person.

Approximately half of the participating retailers are new to the brand and are not current stockists, representing great potential growth to the number of retail stockists stocking MEZZI.

"With the additions of new integrated tech, including the wireless speaker, in-bag light and call/message notifications we truly have the most sophisticated line of handbags on the market today. We're on the leading edge of a completely new accessory category that didn't really exist 24 months ago. These in-store pop-ups represent the fastest go-to-market strategy for us, in terms of product sales and revenue growth," Keir Reynolds, CEO, commented.

### About MEZZI BRAND GROUP

MEZZI Brand Group is a Vancouver-based consumer accessory brand management company. We believe that great brands are built one great product and one valued customer at a time. We have gathered a group of young talented experts ranging from accessory design, product development, marketing, branding, e-commerce, digital media and PR to build and scale our millennial-customer focused brands. A well-defined, strategic philosophy and clear mission statement promotes and protects MEZZI Brand Group's most valuable assets – our brands – MEZZI Smart Luxury, Capital Eyewear and MLine Cases.

### For further information, please contact:

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**

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