

MEZZI HOLDINGS INC.

#1001 – 1185 West Georgia Street, Vancouver BC

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

MEZZI TO EXPAND ITS SALES AND DISTRIBUTION STRATEGY

July 25th, 2016: Mezzi Holdings Inc. ("MEZZI", "MEZZI BRAND GROUP" or the "Company") (TSX-V: MZI, FRA: OMZ) is pleased to provide a corporate update.

In June, the Company achieved the largest ever product launch with the introduction of the summer capsule collection that included 4 styles in multiple colourways. This collection is the fastest selling that MEZZI has produced. The launch of this collection marked the commercialization and final testing of our completely rebuilt supply chain. With multiple contract manufacturers now able to produce MEZZI products in volume; to exacting quality and specifications, the Company can now greatly increase production to meet demand. This positions the Company to launch a new major sales and distribution strategy.

The Company, through its unique network, plans to align and work with multiple major celebrity influencers and brand ambassadors. These influencers have a history of aligning with top brands and have unrivalled social media followings.

“Having assembled an all-new supply chain over the last 12 months and putting it through its paces, MEZZI is now ready to launch the next phase working with world-class influencers and brand ambassadors that are traditionally attainable only by larger, mature brands” 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

ON BEHALF OF THE BOARD

Keir Reynolds
Chief Executive Officer

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