

# MEZZI HOLDINGS INC.

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## DEMI LOVATO'S NEW FAVORITE BAG IS A MEZZI

**August 25<sup>th</sup>, 2016:** Mezzi Holdings Inc. ("MEZZI", "MEZZI BRAND GROUP" or the "Company") (TSX-V: MZI, FRA: 0MZ) is pleased to announce that earlier today, multi-platinum selling recording artist and actress Demi Lovato, posted a photo of her MEZZI handbag to her Instagram account [@ddlovato](https://www.instagram.com/ddlovato).

Ms. Lovato is ranked #21 in the world in total followers on Instagram with more than 45 million such followers. An excerpt of her photo caption reads: "New favorite bag by [@MEZZI\\_official](https://www.instagram.com/mezzi_official)!! It let's me charge my phone, play music and shows me when I have a text and call. SO cool."

As mentioned in the recent news release, July 25<sup>th</sup>, 2016, the Company, through its unique network, plans to align and work with multiple major celebrity social media influencers and brand ambassadors. These influencers have a history of aligning with top brands and have unrivalled social media followings. Ms. Lovato's post today is just the kickoff of this planned ongoing campaign.

"After having worked so hard on developing the product and supply chain, it's amazingly exciting to have such a world-class celebrity with one of the largest social followings in the world caption and tell her 45 million followers that her favourite new bag is a MEZZI. Without a doubt, this campaign will put MEZZI on the map in a way not seen before by a new accessories brand" Keir Reynolds, CEO, commented.

Ms. Lovato's career started with the Disney Channel movie *Camp Rock* and it didn't take long for her to find major success in the music world. She has recorded numerous multi-platinum, top-ten chart singles spanning five studio albums. Lovato has embarked on her Future Now tour with Nick Jonas in support of *Confident*, her latest album. Her social media reach is massive: 37.8 million followers on twitter, a Facebook page liked over 38 million times, an astounding 2.8 billion music video views on VEVO, more than 485 million on YouTube have viewed her cover of "Let It Go" from the soundtrack to Disney's hit musical *Frozen*. In addition to her musical accomplishments, Lovato has been a judge and mentor on FOX's *The X-Factor* with Simon Cowell and had a recurring role on the hit television show *Glee*. The multitalented star also wrote the inspirational book *Staying Strong: 365 Days A Year* that debuted at number one on the *New York Times* bestsellers list in 2013. Last year, she was a musical headliner for *Dick Clark's New Year's Rockin' Eve* the annual television special that airs every New Year's Eve on ABC. Since 2014, she has been the face of Skechers women's footwear.

The Company has arranged a non-brokered private placement of up to \$1.75-million consisting of the issuance of up to 17.5 million units (the "Units") at a price of 10 cents per unit. Each unit consists of one common share of the Company and one share purchase warrant. Each whole warrant will be exercisable into one additional common share (the "Warrant Share") of the Company at \$0.15 per Warrant Share for a period of one (1) year from closing of the private placement.

The Warrants will also include an acceleration clause that, at management's discretion, may force the exercise of warrants if the Company's share price trades at \$0.25 or higher for ten (10) consecutive trading days.

Certain insiders of the Company may acquire securities under the private placement. Any such participation would be considered to be a "related party transaction" as defined under Multilateral Instrument 61-101. The transaction will be exempt from the formal valuation and minority shareholder approval requirements of Multilateral Instrument 61-101 as neither the fair market value of any shares issued to or the consideration paid by such persons will exceed 25% of the Company's market capitalization.

The common shares and warrants issued to subscribers of the private placement will be subject to a statutory four-month hold period. Finders' fees may be paid and finder's warrants may be issued to arm's length finders in connection with this private placement, subject to TSX Venture Exchange acceptance.

The Company intends to use the proceeds from the private placement for general working capital purposes, for marketing campaigns and for the production of additional inventories.

The Company has, subject to TSX Venture Exchange approval, agreed to issue a total of 400,000 common shares to one consultant pursuant to certain marketing services agreements.

### **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:**

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### **ON BEHALF OF THE BOARD**

***Keir Reynolds***  
**Chief Executive Officer**

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*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.*