

# MEZZI HOLDINGS INC.

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

## MEZZI PROVIDES CORPORATE UPDATE

**September 27th, 2016:** Mezzi Holdings Inc. ("MEZZI", "MEZZI BRAND GROUP" or the "Company") (TSX-V: MZI, FRA: OMZ) is pleased to provide a corporate update for its MEZZI Smart Luxury brand of tech-integrated accessories. In the last 30 days, sales results including orders and fulfilled transactions exceeded \$285,000.

The Company's investment in developing brand awareness continues to show results with September representing MEZZI Smart Luxury's best month ever in terms of wholesale and e-commerce order volumes. In late August, the brand received some attention from multi-platinum selling recording artist and actress Demi Lovato, who posted a photo of her MEZZI handbag to her Instagram account [@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 read: "New favorite bag by [@MEZZI\\_official](#)!! It lets me charge my phone, play music and shows me when I have a text and call. SO cool." This post has received more than 1 million likes and 8,895 comments since August 25<sup>th</sup>, 2016.

Based on the success from the pop-up store testing completed this summer, the Company is launching multiple longer-term temporary stores and pop-ups in key locations within North America. Cities confirmed so far are: New York, Los Angeles and Vancouver with an additional 3 locations planned to be finalized in the coming weeks as a prelude to the holiday season.

MEZZI has also entered into consulting agreements with two distributors to help distribute its products in the US. Initial orders under these agreements have been placed. Based upon hitting certain sales thresholds, these agreements are renewable for up to USD\$100,000 of monthly product orders.

### 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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