

MEZZI HOLDINGS INC.

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MEZZI BUILDS ON POP-UP SHOP SUCCESS

October 5th, 2016: Mezzi Holdings Inc. ("MEZZI", "MEZZI BRAND GROUP" or the "Company") (TSX-V: MZI, FRA: 0MZ) is pleased to provide a corporate update on operations and production for its MEZZI Smart Luxury brand.

As previously announced (see news release dated September 27th, 2016), the Company is launching multiple longer-term temporary stores and pop-ups in up to 6 cities prior to year-end. Confirmed locations are: Vancouver (October 21st and 22nd), Los Angeles (November 4th and 5th) and New York (November 18th to December 3rd). Additional cities being considered for the lucrative holiday season are: Toronto, Seattle and San Francisco.

The New York location is being conceived and developed by Creative Cntrl, a full service pop-up shop production and experiential marketing agency based in NYC and Miami. Made of a team of cultural engineers, storytellers, and fabricators, Creative Cntrl conceptualizes and produces dynamic pop-up experiences whose projects include Kanye West's pop-up showroom in NYC's SoHo neighborhood for his highly successful YEEZY Season 2 sneaker launch.

Based upon the increase in e-commerce conversion and the entering into agreements with distributors to distribute the MEZZI Smart Luxury brand of products in the US, most of the Company's existing inventory has been sold. As a result, the Company is restocking multiple styles through a new production order. To-date, this is the largest order that MEZZI has placed for any season. In addition, MEZZI will be launching two all-new styles: a laptop bag specifically designed to carry Apple's lines of MacBook, MacBook Air and MacBook Pro laptop computers and a backpack based upon the brands popular Vedova bucket bag.

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.

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ON BEHALF OF THE BOARD

Keir Reynolds
Chief Executive Officer

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