

# MEZZI HOLDINGS INC.

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## MEZZI ANNOUNCES LAUNCH OF NEW DIRECT SALES CHANNEL

**February 21<sup>st</sup>, 2017:** Mezzi Holdings Inc. ("MEZZI", "MEZZI BRAND GROUP" or the "Company") (TSX-V: MZI, FRA: OMZ) is pleased to announced the soft launch of its new direct sales channel for the MEZZI Smart Luxury line of tech-enabled accessories. After careful testing over the last several weeks, the results experienced have been so compelling that the program has now been expanded for digital influencers based in North America and Europe.

This new sales channel, called the MEZZI Brand Ambassador Program (MBA), allows influencers to generate sales through their own affiliate tracking links and custom promo codes. Commissions are earned on the sales they directly refer as well as earning override commissions from signing up other brand ambassadors to the MBA program. This program is ideal for digital influencers that are looking to monetize their social followings and websites.

This sales channel strategy is used by many other consumer goods brands with a few relevant examples being Chloe & Isabel Jewelry, Lilly Ghallich Eyelashes, Bikini Luxe and Stella & Dot.

The strategy focuses on influencer marketing rather than traditional advertisements which are not attracting the modern day customer as they used to. We are confident that the MEZZI Brand Ambassador Program will not only generate an additional sales stream but will increase our brand visibility.

"As I mentioned last year, we continue to advance all of our sales channels, and the launch of the MEZZI Brand Ambassador Program is part of this. It's ideal for driving community generated social content and building brand visibility while turning digital influencers with audiences into our greatest salesforce," commented Keir Reynolds, chief executive officer.

### 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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