

August 26, 2014



## **Avalanche International Corp 2-for-1 Stock Split Takes Effect Today**

### **Subsidiary Smith and Ramsay Brands Reports Preliminary Test Marketing Success**

LAS VEGAS, NV -- (Marketwired) -- 08/26/14 -- Avalanche International Corp (OTCQB: AVLPL), announced that its previously approved 2-for-1 split of its common stock has taken effect today. The split had a payment date of yesterday and a record date of August 22, 2014. The Company seeks to provide investors an enhanced liquidity due to its small float. Post the transaction there will be approximately 5,070,000 common shares outstanding and issued and a float of approximately 1,070,000 common shares.

Smith and Ramsay Brands, LLC (SRB), the Company's wholly owned subsidiary, is currently test marketing the first of its branded lines of eLiquids, Smith and Ramsay, its signature brand of premium vape liquid now featured online at its web site, [www.SmithandRamsay.com](http://www.SmithandRamsay.com). Smith and Ramsay will continue through this summer its pre-launch phase test marketing of this line and reports very positive feedback as select stores across the country are distributing the product and educating consumers. Smith and Ramsay Brands will operate as a manufacturer and distributor of flavored "smoking" vaporizer liquids for electronic vaporizers and cigarettes. "Vape" and "Vaping" are the common terms used to refer to the use of vaporizers by consumers which has grown out of the increasing popular use of electronic cigarettes and other devices as an alternative to traditional cigarette and other tobacco sources. The segment of this new industry that produces liquids that are used in conjunction with vaporizers and e-cigarettes is known as eLiquids.

The use of electronic cigarettes and vaporizers has been accelerated by state and local legislation outlawing the smoking of tobacco products in public places. Over the past five years the Vape marketplace has grown to \$1.5 billion, according to Vaping News, and has begun to offer various flavors, nicotine levels and other attributes to produce a unique and customized experience. The Company believes that as the market matures there will be a natural increasing demand for better quality products and varying flavors appetizing to a diverse consumer base. A March 24th, 2014 Wells Fargo Equity Research report bifurcates the market into E-cigarettes and a secondary market referred to as Vapors/Tanks or E-Vapor. The report suggests that the overall market in the U.S. is currently at \$2bn dollars with a 65%/35% split between E-Cigarettes to E-Vapor.

A [VapeNewsMagazine.com](http://VapeNewsMagazine.com) report suggests that the growth of the E-Vapor segment is increasing faster than the overall sales of the E-Cig market. It appears that the drivers behind this growth include: 1) users' natural progression from E-Cigs; 2) consumer affordability, with E-Vapor costing 20% less than rechargeable e-cigarettes, and 40% less than disposable E-Cigs; and 3) the ability of the consumer to personalize devices, and receive better nicotine delivery and overall product performance. The report states, "Our view that vapor/tank growth is accelerating and taking share from E-Cigs, making Vapor/Tank an increasing threat, was substantiated by our survey as respondents expect Vapors/Tanks to grow at 2x the rate of the E-Vapor category in 2014 with attractive margins that rival combustible cigs."

As previously reported, on May 19, 2014 the Company changed its business model to a non-operating holding company with the formation of its wholly-owned subsidiary, Smith and Ramsay Brands, LLC. Smith and Ramsay plans on rapidly moving into the market place with its Smith and Ramsay signature brand, expanding aggressively with additional flavors in the signature brand, and expanding through additional new brands and the acquisition and distribution of signature and non-signature accessories. The signature line of premium eLiquids will focus on the Vape store and traditional smoke shop markets, while another brand product line and offerings will focus on the convenience store and gas station marketplace, and other lines will target ethnic-specific markets, etc. Additional products within these brand lines as well as external to these lines will focus on a combination hardware/liquid market that includes disposable devices with preloaded liquid, and/or preloaded cartridges for use in specific types of devices.

The Company's web domain is [www.AvalancheInternationalCorp.com](http://www.AvalancheInternationalCorp.com).

### **About Avalanche International Corp.**

Avalanche International Corporation is a Nevada corporation and holding company currently with one wholly-owned subsidiary, Smith and Ramsay Brands, LLC, a manufacturer and distributor of E-Liquids for the burgeoning E-Vapor marketplace. The E-Vapor marketplace serves as an alternative to cigarettes and other traditional tobacco smoking habits and has been rapidly expanding over the past 5 years. The Company manufactures its signature brand of E-Liquid, Smith and Ramsay, a line that features all natural flavors and will be produced in an environment formerly FDA approved. The Company's goal is to maintain a high standard of quality including to always insure that the environment, processes and procedures continue to meet or exceed guidelines of the FDA, and are in line with ISO and cGMP standards.

### **Forward-looking & Safe Harbor Statement**

Certain statements in this news release may contain forward-looking information within the meaning of Rule 175 under the Securities Act of 1933 and Rule 3b-6 under the Securities Exchange Act of 1934, and those statements are subject to the safe harbor created by those rules. All statements, other than statements of fact, included in this release, including, without limitation, statements regarding potential future plans and objectives of the Company, are forward-looking statements that involve risks and uncertainties. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. The Company cautions that these forward-looking statements are further

qualified by other factors. The Company undertakes no obligation to publicly update or revise any statements in this release, whether as a result of new information, future events or otherwise.

***Avalanche International Corp***

***Investor Inquiries:***

E-Mail: [Email Contact](#)

Company Website: [www.AvalancheInternationalCorp.com](http://www.AvalancheInternationalCorp.com)

Subsidiary Website: [www.SmithandRamsay.com](http://www.SmithandRamsay.com)

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