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Avalanche Int'l Shares Clinical Study Using Avatar Vape Pen and e-Liquids

50% of Participants Quit Smoking, 92% Reduce Cigarette Use, CO Blood Level Lowered As Much As 10X

LAS VEGAS, NV -- (Marketwired) -- 11/24/14 -- [Avalanche International, Corp.](#) (OTCQB: AVLP) announced today in conjunction with its wholly-owned subsidiary, [Smith and Ramsay Brands, LLC](#) (SRB), that a [clinical study](#) was released Saturday, November 15, 2014 by the [Italian Observatory for Smoking, Alcohol and Drug Use](#) at the Institute of Health (ISS) in collaboration with the San Giovanni Bosco Hospital Smoking Center ASL TO2 of Turin. The 4-month study chose 34 volunteers, 18 men and 16 women, with histories of smoking 20 cigarettes or more a day for at least 20 years and a mean age of 40. The experiment measured many factors including the amount of carbon monoxide in the breath and blood to demonstrate the degree of toxins absorbed in the body. The study used only the Avatar vape pen and e-Liquids along with proprietary replacement components supplied by [Smart Evolution Trading, srl](#) (SET), the manufacturing and distribution partners of Smith and Ramsay Brands, LLC. Smith and Ramsay Brands is the exclusive distributor of the Avatar line of products throughout the United States as featured at [www.AvatarVapePen.com](#). The presentation of the test results are available at [www.AvalancheInternationalCorp.com/ItalianClinicalStudyResults11152014](#).

"In order to make decisions about the electronic cigarette studies such as these are important and necessary because they help you understand the limitations and opportunities offered by this tool," said Walter Ricciardi, Special Commissioner of the National Institute of Health according to Daily Health of Italy. The Commissioner continued, "This study shows in particular the importance of using the electronic cigarette as a cessation tool in health care. Its effectiveness, in fact, is linked to its correct use allowing, in heavy smokers, to absorb the right amount of nicotine to prevent the patient from excess toxicity or withdrawal symptoms." "Participants were examined exhaustively and measured in breath carbon monoxide as a marker of absorption," as reported by several Italian media sources including [Daily Health of Italy](#) and [Italia Salute of Italy](#). The medical team gave the participants a complete Avatar kit including the battery charger and a series of the Avatar e-Liquids containing various levels of nicotine as chosen by each smoker's preference of flavorings.

"After the first month of the study 74% of the participants used only the electronic cigarette, 18% smoked both the electronic cigarette and five normal cigarettes, and only

8% of the participants continued to smoke normal cigarettes," explained Fabio Beatrice, Director of the San Giovanni Bosco Hospital Smoking Center in Turin. It was observed that carbon monoxide was clearly reduced in all smokers that used some level of the electronic cigarette while the greatest level was achieved by those who used only the electronic cigarette, reaching the so-called normal range (.3-.5%) present in the population that do not smoke. "After four months, 50% of the participants only used the Avatar while 24% claimed to have smoked a joint and 26% went back to cigarette smoking with both groups having experienced a reduction of their daily use and thus a notable decrease of carbon monoxide, a significant indicator of lung injury," said Roberta Pacifici, Director of the ISS as reported by [Paola Battista](#) and [AGI of Italy](#).

"The data from the study demonstrates that the Avatar has a negligible toxicity or at least extremely lower than the toxicity of normal cigarettes," said Umberto Roccatti, Chairman of SET, srl, holding company of the Puff brand. Mr. Roccatti elaborated, "The transition to the electronic cigarette by a cessation-resistant smoker is a real hope for all smokers frustrated by the difficulty in giving up smoking and for all those who do not attempt to quit due to the fear of failing." The study results were presented at the [10th Congress of the Italian Society of Tobaccology \(SITAB\)](#) held in Turin from November 14 through November 15, 2014.

Philip Mansour, President and CEO of [Smith and Ramsay Brands](#), said, "The Avatar's discrete and stylish Italian design, convenient ease of use and functional reliability are very impressive. We are equally impressed and pleased to hear the positive results of this clinical study and the great hope it provides for smokers everywhere and for Avatar. We believe we are providing the first vape pen and liquids supported by an independent government sanctioned clinical study which speaks to concerns that vaping may be an unhealthy alternative to traditional tobacco smoking including cigarettes. We are more deliberate than ever to introduce to America the Avatar vape pen and Avatar e-Liquid product lines. We need to reach those who desire to stop smoking and are seeking a solution and to those who are seeking a reduction in nicotine or their use of tobacco smoking."

[Smith and Ramsay Brands](#) is a manufacturer and distributor of flavored "smoking" vaporizer liquids for electronic vaporizers and cigarettes and recently began its national rollout of its signature branded, premium e-Liquid, Smith and Ramsay along with the distribution of the innovative Avatar vapor pen and premium e-Liquids. Both product lines now featured online at www.SmithandRamsay.com and the Avatar vapor pen and e-Liquids are available at www.AvatarVapePen.com. The Company's web domain is www.AvalancheInternationalCorp.com.

About Avalanche International Corp

[Avalanche International, Corp](#) 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 that are

produced in an environment formerly FDA approved. The Company's goal is to maintain a high standard of quality including to always ensure that the environment, processes and procedures continue to meet or exceed guidelines of the FDA, and are in line with ISO and cGMP standards.

About Smart Evolution Trading, srl

Smart Evolution Trading, srl (SET) is a holding of a group of companies, based in Italy, with a vertically integrated operation in the electronic cigarette business through its "PUFF STORE" and "[AVATAR](#)" brands among others. SET srl reached a EUR 22 million (\$27 million) in gross sales in 2013. Since March 2010, SET opened more than 300 "PUFF STORE" eCigarette shops in 14 countries between Europe, Africa, and Asia. Its top products, the highly innovative "Avatar" hardware vapor pen and e-Liquid, are distributed in more than 30 countries through local partners. The collaboration with the famous Italian designer, Pino Spagnolo, the implementation of a pharma-quality e-Liquid production factory in Turin, Italy and the Company management's long-term experience in the industry has propelled SET to redefine the eCigarette boundaries. And through the new elegant and futurist shape of the "AVATAR" eCigarette brand, SET srl has taken the next step towards the future of the eCigarette market in terms of design and technology. Smart Evolution, USA is a division of Smart Evolution Trading, srl.

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.

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Subsidiary Website: <http://www.SmithandRamsay.com>

Product Website: www.AvatarVapePen.com

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