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## **Avalanche International's Smith and Ramsay Brands Set for CES 2015**

### **Puff Systems Begins Distribution With Product Manufacturing Partners**

LAS VEGAS, NV -- (Marketwired) -- 01/05/15 -- Avalanche International, Corp (OTCQB: AVLP), announced today that its subsidiary, Smith and Ramsay Brands, LLC (SRB) is set to attend the 2015 International Consumer Electronics Show (CES) hosted in Las Vegas, Nevada. The Puff Systems division will be in attendance as it meets new manufacturing partners and begins to ramp its distribution of unique and innovative products from around the world.

International Consumer Electronics Show (International CES) is the world's gathering place for all who thrive on the business of consumer technologies. Held in Las Vegas every year, it has served as the proving ground for innovators and breakthrough technologies for more than 40 years -- the global stage where next-generation innovations are introduced to the marketplace. CES showcases more than 3,600 exhibitors, including manufacturers, developers and suppliers of consumer technology hardware, content, technology delivery systems and more; a conference program with 250 sessions; and 150,000 to 160,000 attendees from more than 140 countries.

Phil Mansour, President and CEO, said, "We look forward to our Puff Systems division bringing branded products from around the world and growing a multi-channel distribution network to reach the over 7,500 vape shops throughout the United States. With our current base of over 40 locations at the beginning of 2015, Puff Systems is poised to seek out and leverage the continuous stream of new products, improvement in components and innovative accessories for the American consumer." The Company noted that the industry is highly fragmented with future opportunities to consolidate manufacturers of niche products and technologies and to build a consolidated offering to the marketplace.

Mr. Mansour continued, "For 2015 we continue to distribute the Smith and Ramsay brand of premium vape eLiquids with its signature brand, Smith and Ramsay and the line of Italian-designed Avatar trademarked vapor pens and accessories for the United States as stated in our most recent 8K." The Avatar is carried in over 1,000 stores throughout Europe, Africa and Asia and sell thousands of units weekly.

The Avatar's proprietary Italian engineered design features a compact battery that

connects magnetically with a top loading cartom that prevents leaking, a problem often found in competitive products. The design structure of the Avatar provides the consumer flexibility in flavors and nicotine levels, and the cartom lasts an average of six to eight weeks, a longer period of time than most other products, depending upon personal use. The mouthpiece has a rubberized reservoir that also helps to prevent excess heat and leaking with a smooth effortless flow of flavor.

Smith and Ramsay Brands is the Company's wholly owned subsidiary that is a manufacturer and distributor of flavored "nonsmoking" liquids for electronic vaporizers, eCigarettes and other devices. Smith and Ramsay recently launched a marketing campaign for its signature brand line, Smith and Ramsay, a premium all-natural flavored vape eLiquid now featured online at its web site, [www.SmithandRamsay.com](http://www.SmithandRamsay.com). The Company stated it is developing a comprehensive marketing plan for 2015 that will leverage both product lines on a wholesale basis while providing select retailers a unique opportunity to have a robust offering of differentiating products for their patrons and new consumers.

The Company's web domain is [www.AvalancheInternationalCorp.com](http://www.AvalancheInternationalCorp.com). The Company recommends any interested investor read the accompanying 8K report being published today for further details. The 8K will be available on the Company's web site as well as [www.sec.gov](http://www.sec.gov), [www.OTCMarkets.com](http://www.OTCMarkets.com) and many other financial news reporting web sites and portals.

#### **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 eLiquids for the burgeoning eVapor marketplace. The eVapor 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 eLiquid, 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.

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

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