

August 3, 2015



Avalanche International Issues Investor Update for Smith and Ramsay Brands

CDC Survey Data Estimates Over 2 Million U.S. Adults Vape, Company Calls for More Decisive Study Efforts by U.S. Health Officials

LAS VEGAS, NV -- (Marketwired) -- 08/03/15 -- Avalanche International, Corp.(OTC PINK: AVLP) announced today that analysis of fresh data from a recent government sponsored [survey](#) estimates that over 30 million adults in the United States have tried vaping or eCigarettes at least once with 8.9 million being current users during 2014. The data reveals that 22% or about 1,960,000 adults that vape are former smokers while 71% or 6,320,000 adults that vape are also current smokers. This is the first time estimates of the vaping consumer marketplace have been supported with government sponsored data along any detail of the demographic composition of those that vape. The Company's wholly owned subsidiary, Smith and Ramsay Brands, is a manufacturer and distributor of eLiquids used for vaping and eCigarette devices. It will use this data to target future sales and marketing activities and to guide retailers in its distribution network to better serve the needs of consumers and the industry.

The information was released by the Center for Disease Control on June 29, 2015 from the 2014 National Health Interview Survey (NHIS), which involved nearly 37,000 respondents. This was the first time that the NHIS, the main source for national smoking prevalence statistics, asked about e-cigarettes. The survey asked participants if they had ever used eCigs, even one time; if they had, a second question asked them if they currently used them every day, some days or not at all (hereafter, triers). From this data Dr. Brad Rodu produced the first-ever national estimates of e-Cigarette use which was provided in his [column](#) on July 14, 2015 and that was redistributed [online](#). Dr. Rodu is Professor of Medicine and member of the James Graham Brown Cancer Center at the University of Louisville and an endowed chair in Tobacco Harm Reduction (THR) research. The Company thanks Dr. Rodu in deciphering the statistics and highlighting the relevant positive information regarding the popularity of vaping and the smoking population.

Avalanche International, Corp., the holding company that specializes in consumer products, noted the importance of independent government sponsored studies and surveys. These efforts can provide valuable data regarding the current state of the smoking population and highlight the success and failures of alternative methods of smoking cessation products and practices. The Company stated that the conglomerate of

U.S. Health professionals and agencies seem more concerned with other matters than the profound effects tobacco smoking has today on the U.S. population. It appears that the U.S. government health professionals don't appreciate the urgency to truly measure the effectiveness of harm reduction alternatives including vaping and to accurately measure anti-smoking efforts. The growing popularity of eCigarettes and vaping make the need for definitive results urgent. Tobacco smoking is the nation's largest most avoidable health risk today with over 41 million adults in the U.S. active smokers.

Phil Mansour, President and CEO of AVLPL, said, "We appreciate very much that the NHIS include the questions regarding eCigarettes in 2014. These types of activities are invaluable to both the industry and the nation as whole. We can only hope in 2015 and in the future the various U.S. Health agencies that investigate smoking and alternatives to tobacco incorporate a more comprehensive handful of questions to truly measure vaping and smoking use." Mr. Mansour continued, "I know how important it was when our partners at Puff Industries shared with us the results of the Italian government study that utilized the Avatar Vape Pen and eLiquids. The test results were that 92% of the test population experiencing some reduction in smoking and that 50% of the test population experienced after four months total cessation from tobacco. These facts raised hope for health professionals and smokers throughout Italy and throughout Europe. The results of the Italian seem to be corroborated by the survey data and speak to the need for more similar efforts that can lead to more definitive data to help shape public perceptions and public policy."

The Company noted that products from Smith and Ramsay Brands and devices from Puff Systems are available online at VapeNation.com and at other retailers nationwide. For wholesale inquiries, please visit www.SmithandRamsay.com.

The Company's web domain is www.AvalancheInternationalCorp.com. The Company recommends any interested investor read the public filings and reports available on the Company's web site as well as www.sec.gov, 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, publicly traded on the OTC Markets platform with the ticker symbol (OTC PINK: AVLPL). The Company currently has one wholly owned subsidiary, Smith and Ramsay Brands, LLC, a manufacturer and distributor of eLiquids for the burgeoning Vape marketplace. The Vape 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 insuring that the environment, its processes and its 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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