

February 1, 2016



## **Avalanche International Announces "Testing the Waters" Campaign for JS Technologies**

### **Company Gauging Investor Interest, Looks to File Reg A to Raise Additional Working Capital**

LAS VEGAS, NV -- (Marketwired) -- 02/01/16 -- Avalanche International, Corp(OTC PINK: AVLP) announced today that it has launched online a "Testing the Waters" campaign at [www.AVLPRRegA.com](http://www.AVLPRRegA.com) to gauge potential investor interest in the going public transaction with JS Technologies, Inc. The Company is measuring public support by targeting family, friends, customers, dealers, vendors and others as it seeks to raise up to \$50MM of additional working and investment capital to support its growth strategies and surpass its operational goals. The Company reports it has received over 300 investors indicating interest for over \$9.0MM to date. JS Technologies, Inc. is maker of world-renowned Suhr guitars, Custom Audio amplifiers and other branded high-end musical instruments and electronics.

After the close of the current transaction to purchase JS Technologies, AVLP stated that its intention is to file a Regulation A Statement with the Securities and Exchange Commission (SEC) upon its "Testing the Waters" campaign reaching the threshold of \$15MM. The Company disclosed that it is targeting fans and friends of the musical industry and of American manufacturing through targeted social media and through email campaigns inviting them to participate in the "Test the Waters" campaign for the possible Regulation A offering.

In the past only wealthy investors, venture capitalists, and private equity firms have had the opportunity to invest via special securities in private to public transactions. This has changed as of June 2015 through the passing of the JOBS Act in April 2012 and the SEC's recent release of the regulations governing the new rules. In light of this change, the Company is considering allowing existing customers, dealers, friends, fans, and investors along with the general public to participate in the acquisition and expansion of JS Technologies. The Regulation A offering will be presented to investors in the order they participated in the "Test the Waters" campaign. If you are interested in finding out more or participating in this going public transaction, you can indicate interest through the dedicated webpage, [www.AVLPRRegA.com](http://www.AVLPRRegA.com).

AVLP must first qualify the offering with Federal regulators, before investment into this Regulation A deal can occur. Prior to doing so, AVLP is "testing the waters" to gauge market demand from potential investors for an Offering under Tier II of Regulation A. No money or other consideration is being solicited, and if sent in response, it will not be accepted. Offers to buy securities cannot be accepted, and no part of the purchase price can be received, until an offering circular on Form 1-A is qualified. Any offer can be withdrawn or revoked at any time before notice of its acceptance is given after the qualification date of the offering circular. No sales of securities will be made or commitment to purchase accepted until qualification of the offering statement by the Securities and Exchange Commission and approval of any other required government or regulatory agency. An indication of interest made by a prospective investor is non-binding and involves no obligation or commitment of any kind. No offer of securities will be made without a qualified offering circular.

The Company also reported that upon approval by the SEC of the Regulation A Statement that the Company intends to begin its preparation to uplist to the NASDAQ.

The Company recommends any investors to read its 8K and other public reports and financials filed with the Securities and Exchange Commission for further information. All public filings, financials and other information are available on the Company's web site as well as on <http://www.sec.gov>, [www.OTCMarkets.com](http://www.OTCMarkets.com) and many other financial news reporting web sites and portals. The Company's web domain is [www.AvalancheInternationalCorp.com](http://www.AvalancheInternationalCorp.com) and its subsidiary's is [SmithandRamsay.com](http://SmithandRamsay.com).

#### *About Avalanche International Corp.*

Avalanche International, Corp is a Nevada corporation and holding company, publicly traded on the OTC Markets platform. The Company is focused on creating superior long-term returns for shareholders through a unique structure of diversified holdings and currently has one wholly owned subsidiary, Smith and Ramsay Brands, LLC, a manufacturer and distributor. The Company has selected a mergers and acquisitions strategy as its primary growth driver for the foreseeable future leveraging the Wall Street and activist background of its Chairman along with the vast corporate integration and management talents of its President and CEO.

#### *About JS Technologies, Inc.*

JS Technologies, Inc. is a California corporation with its state of the art manufacturing facility in Lake Elsinore, CA. The Company was co-founded in 1997 by John Suhr and Steve Smith to produce the award winning custom Suhr guitars, and amplifiers with other branded instruments and electronics. Suhr is manufactured with the highest quality products and craftsmanship customized to the taste of each and every customer. The company branded products are distributed worldwide through over 179 dealers in over 49 countries. Dedication in product and service has earned worldwide brand loyalty and consumer satisfaction and demand. For more information, visit their url, [www.suhr.com](http://www.suhr.com).

#### *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 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.

Embedded Video Available: <https://www.youtube.com/watch?v=W6euYipKHCA>

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Investor Inquiries:

E-Mail: [IR@AvalancheInternationalCorp.com](mailto:IR@AvalancheInternationalCorp.com)

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

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

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