

October 10, 2014



## **Avalanche International's Smith and Ramsay Nears Launch of Signature Brand**

### **Company's Board Approves New Subsidiary to Manufacture and Distribute Vape Hardware & Accessories**

LAS VEGAS, NV -- (Marketwired) -- 10/10/14 -- Avalanche International Corp (OTCQB: AVLPL), provided a market update announcing that its wholly-owned subsidiary, Smith and Ramsay Brands, LLC (SRB) has continued to experience customer acceptance of its signature brand as it begins to wind down its test marketing phase targeted in 4 states. The Company is now in transition to begin its full market launch and national rollout with its initial debut at the end of the month at the 2014 VapeCon lifestyle tradeshow in Ontario, California that starts October 31<sup>st</sup> and at Vape Summit in Houston, Texas that starts November 7, 2014.

Over the past few months, SRB has been 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 Brands is 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 eCigarettes is known as eLiquids.

The Company held a Board of Directors meeting Thursday, October 09, 2014 that focused on the progress of Smith and Ramsay, and the changes that have occurred in the marketplace over the summer months. The Board decided to launch a new subsidiary, Puff Systems, dedicated to the manufacturing and distribution of eVapor hardware and accessories. Phil Mansour, President and CEO of AVLPL said, "It is a natural progression of the corporation to service both sides of this rapidly growing marketplace based on our experience and the market feedback." Research has documented that the use of electronic cigarettes and vaporizers has accelerated demonstrably due to the growing negative public attitudes over the past 30 years towards smoking and government legislation outlawing the smoking of tobacco products in public places. Mr. Mansour continued, "We believe the Company is in a unique position to leverage our growing network of retailers and distributors and opportunities that have been presented recently. According to a report from Vaping News, over the past five years the Vape marketplace

has grown to \$1.5 billion due to eLiquids being offered in various flavors, nicotine levels including nicotine-free along with other attributes that result in an unique and customized user experience. We believe that as the marketplace 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 eCigarettes and a secondary market referred to as Vapors/Tanks or eVapor. The report suggests that the overall market in the U.S. is currently at \$2,000,000,000 with a 65%/35% split between eCigarettes to eVapor.

A [VapeNewsMagazine.com](http://VapeNewsMagazine.com) report suggests that the growth of the eVapor segment is increasing faster than the overall sales of the eCig market although some eLiquid and many hardware and accessory manufacturers are unable often to differentiate their product lines and brand. It appears that the drivers behind this growth include: 1) users' natural progression from eCigarettes; 2) consumer affordability, with eVapor costing 20% less than rechargeable eCigarettes, and 40% less than disposable eCigarettes; and 3) the ability of the consumer to personalize devices, and receive better nicotine delivery and overall product performance. These and other factors can be leveraged by the new subsidiary to build a successful business and brand.

Smith and Ramsay Brands will attend VapeCon 2014 at the Ontario Convention Center in California from Friday, October 31 through Sunday, November 2, 2014 and at the 2014 Vape Summit in Houston Texas from Friday, November 7 through Sunday, November 8, 2014. Both events are anticipated to be heavily attended by consumers on a large regional basis and by retailers and distributors from across the nation.

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

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

Avalanche International, Corp is a Nevada corporation and holding company with no operations that currently has 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. 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.

Source: Avalanche International, Corp,