

November 3, 2014



## **Avalanche International's Smith and Ramsay Surpasses Expectations**

### **Subsidiary Succeeds at VapeConUSA 2014 with Product Line Acceptance and Retailer Interest**

LAS VEGAS, NV -- (Marketwired) -- 11/03/14 -- Avalanche International Corp. (OTCQB: AVLPL) provided a market update announcing that its wholly-owned subsidiary, Smith and Ramsay Brands, LLC (SRB), exceeded its expectations with its sponsorship and participation at VapeConUSA 2014, held at the Ontario Convention Center, the lifestyle tradeshow, [www.VapeConUSA.com](http://www.VapeConUSA.com). As previously announced, Smith and Ramsay Brands exhibited for the first time at this inaugural 3-day event as they transition from its pre-launch to its national rollout. This event featured over 150 exhibitors with thousands in attendance this past weekend starting on October 31<sup>st</sup>.

Smith and Ramsay Brands over the past several months had 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.

With dozens of stores inquiring on the Company's product lines and unique "Retailer First" partnership programs, Smith and Ramsay is ready to expand its dealer network. Staff was very busy with its social media campaign during the event capturing hundreds of responses from consumers tasting the premium signature eLiquid for the first time and sharing their experience on Instagram, Facebook and other platforms. The Company stated it was very pleased with the reception it received during VapeCon and very happy to have received in particular this response from a reviewer that stated, "As a maker of e-Liquid it's not often that one is impressed. When you come across a stellar flavor it resonates with you. This 'Peaches & Mango' by @smithandrmsay.com did that this weekend during #vapeconusa and I hate fruit vapes!" The writer of this review continued, "Not that our opinion means anything because taste is subjective but this gets our stamp of approval."

Smith and Ramsay continues to move forward with its national rollout with its next stop at Vape Summit in Houston, Texas starting November 7, 2014. This event is 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 Corporation 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 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.

Source: Avalanche International Corp.