

November 10, 2014



## **Avalanche International Announces Exclusive Distribution Deal for USA**

### **Smith and Ramsay Brands Market Italian Designed Avatar Vapor Pens & eLiquids**

LAS VEGAS, NV -- (Marketwired) -- 11/10/14 -- Avalanche International, Corp (OTCQB: AVLP), announced today that its subsidiary, Smith and Ramsay Brands, LLC (SRB) has signed an exclusive marketing and distribution agreement for a period of two years for the full line of Italian-designed Avatar and Puff trademarked vapor pens, eLiquids and accessories for the United States of America with Smart Evolution Trading, srl (SET), an Italian design and manufacturing company based in Turin, Italy, ([www.puffcigarette.com](http://www.puffcigarette.com)). These product lines are currently carried in over 1000 stores throughout Europe, Africa and Asia and sell thousands of units weekly. SET realized with these product lines over EUR 22 million (\$27 million) in gross sales in 2013. This agreement hallmarks the first time these product lines have been made available in the U.S. on a massive commercial basis. This agreement has standard minimums and requirements while offering extensions to the contract period based on mutual performance and consent.

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 its 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).

"This distribution agreement with SET is a direct result of our attendance at the World Vape Expo in Miami Beach, Florida in May earlier this year. We sought to discover new products and conduct our market research, and discovered the Avatar and Puff product lines. Instantaneously we knew that we had found the very innovative product we desired to develop and distribute. For months we tested the Avatar vapor pen, and in the past month began to distribute the Avatar to our dealer and distribution network with sales being added to our top line. Over the past 6 months we have developed a very good working relationship with our new friends at SET," said Philip Mansour, President and CEO of Smith and Ramsay Brands. "We are very excited about partnering with the team at Smith and Ramsay Brands. They have proven their commitment to our product lines, to the integrity of our product image, and are dedicated to the same goals. We finally have a partner that can and will deliver the necessary distribution levels and exploit the potential of our product line," exclaimed Umberto Roccatti, President and CEO of SET.

Smith and Ramsay, has in the past week attended two industry conferences, VapeConUSA 2014 in Ontario, California and Vape Summit Houston 2014. Both product lines received a strong welcome by audiences at each event. The Company stated it is developing a comprehensive marketing plan 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 Avatar's proprietary Italian engineered design features a compact battery that connects magnetically with a top loading cartom that prevents leaking, which is often a problem 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 comes with a rubberized reservoir that also helps to prevent excess heat and leaking with a smooth effortless flow of flavor. The Avatar and Puff Vapor Pen are featured on the Company's web site and at <http://www.AvatarVapePen.com> with 4 compelling videos.

"We are pleased to have partnered with an innovative manufacturer and are confident the synergies created between the two companies will be mutually rewarding. We are very excited about the opportunity to introduce the Avatar vapor pen throughout the United States. The successful distribution of the Avatar line of products overseas is encouraging since millions of Euros are earned annually in marketplaces that are much smaller than the United States. Our recent sales this past month have doubled showing successful product adoption," said Mr. Mansour. He continued, "The Avatar comes in a well-designed starter kit that is stylish and easy to use by both connoisseurs and novices. The starter kit is extremely convenient for those new to vaping and desire to quit cigarette smoking or other forms of traditional tobacco use. In a very short period of time these past few weeks, we have experienced a very strong interest expressed by retailers and distributors for the Avatar line of products. The industry believes the marketplace will grow and extend far beyond its current boundaries, and the vast majority of Americans that will try vaping for either health or other reasons have yet to arrive. We are targeting those Americans."

The Company stated it will distribute Smith and Ramsay premium eLiquids jointly with the Avatar and Puff vapor pen and eLiquid line to leverage potential sales with vape stores, hotels, casinos and other select locations nationwide that feature premium products for discerning or mature tastes.

The use of electronic cigarettes and vaporizers has been accelerated by state and local legislation outlawing the smoking of tobacco products in public places. Over the past five years the Vape marketplace has grown to \$1.5 billion, according to Vaping News, and has begun to offer various flavors, nicotine levels and other attributes to produce a unique and customized experience. The Company believes that as the market matures there will be a natural increasing demand for better quality products and varying flavors appetizing to a diverse consumer base. The addition of the Avatar and Puff line of products speaks directly to that growth opportunity. 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 \$2bn with a 65%/35% split between eCigarettes to eVapor with the

marketplace projected to grow to over \$17bn by 2017.

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 later 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.

#### **About Smart Evolution Trading, srl**

Smart Evolution Trading, srl (SET) is a holding of a group of companies, based in Italy, with a vertically integrated operation in the electronic cigarette business through its "PUFF STORE" and "AVATAR" brands among others. SET srl reached a EUR 22 million (\$27 million) in gross sales in 2013. Since March 2010, SET opened more than 300 "PUFF STORE" eCigarette shops in 14 countries between Europe, Africa, and Asia. Its top products, the highly innovative "Avatar" hardware vapor pen and eLiquid, are distributed in more than 30 countries through local partners.

The collaboration with the famous Italian designer, Pino Spagnolo, the implementation of a pharma-quality eLiquid production factory in Turin, Italy, and the Company management's long-term experience in the industry has propelled SET to redefine the eCigarette boundaries. And through the new elegant and futurist shape of the "AVATAR" eCigarette brand, SET srl has taken the next step towards the future of the eCigarette market in terms of design and technology.

#### **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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