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# Provision Launches Major Retail Partnership with Discount Drug Mart

## Provision Interactive to expand retail footprint with 3D Savings Center installations in Discount Drug Mart stores in Ohio

CHATSWORTH, Calif., June 28, 2017 (GLOBE NEWSWIRE) -- [Provision Interactive Technologies](#), Inc. ("Provision"), a subsidiary of Provision Holding, Inc. (OTCQB:PVHO), today announced that the Company has entered into a multi-year partnership agreement with Discount Drug Mart, Inc. to install Provision's proprietary 3D Savings Center kiosks inside Discount Drug Mart stores. This agreement represents the next major retail partnership for Provision.

In addition to its eye-popping 3D holograph graphics, the 3D Savings Center kiosks offers in-store advertising, including exclusive Discount Drug Mart promotions, to provide customers highly effective sales offers at the point-of-purchase.

"This new partnership with Discount Drug Mart is a major milestone for Provision, as it further validates the applicability of our technology platform across the retail landscape, while providing a new revenue opportunity for Discount Drug Mart," commented Curt Thornton, President & CEO of Provision. "The 3D Savings Center represents a significant opportunity for brands to reach Discount Drug Mart's robust customer base at the point-of-sale. We are excited by the expansion of our retail footprint and by the prospects for meaningful revenue growth resulting from a broader consumer reach across the retail channel."

"The Provision 3D Savings Center will provide opportunities for customers to achieve even more savings," said David Bergman, Vice President of Advertising at Discount Drug Mart. "Discount Drug Mart customers will enjoy an engaging 3D holographic experience and be immediately rewarded with coupons, promotions, and other give-ways for both in-store products and wellness-related local professional services, such as doctors, dentists, and optometrists."

The 3D Savings Center kiosk contains Provision's patented and award-winning 3D holographic display, which has been proven to attract and influence retail customers. Each unit also has a 2D interactive touch screen that provides consumers access to information as well as Discount Drug Mart promotions, rewards, and coupons. Brand marketers will be able to showcase their products via 3D advertising and engage viewers via the interactive touch screen interface.

A recent case study showed results that the average rate of redemption for coupons generated by Provision's 3D Savings Center was 17.4 percent. This is an extraordinary redemption rate when measured against the published national average coupon redemption rate of 1.2 percent.

## **About Provision Interactive Technologies, Inc.**

Provision Interactive Technologies, Inc., a subsidiary of Provision Holding, Inc. (OTCQB:PVHO), is the leading developer of intelligent, interactive 3D holographic display technologies, software, and integrated solutions used primarily in retail settings. Provision's 3D advertising displays are designed to increase in-store engagement, coupon redemption and point-of-purchase activity.

Provision's 3D holographic display systems represent a revolutionary technology that project full color, high-resolution videos into space detached from the screen, without the need for special glasses. Provision holds more than 10 patents related to its 3D holographic technology, for both consumer and commercial applications. For more information, visit [www.provision.tv](http://www.provision.tv).

## **About Discount Drug Mart**

Discount Drug Mart, Inc., is an Ohio-based drug store chain that opened its first store in Elyria, Ohio in 1969. Since that time, Drug Mart has established stores in over 20 Ohio counties, and currently operates 73 stores, including Dayton and Columbus. The company also expects to announce further expansion within the year.

Low prices, outstanding customer service and broad based product lines are at the heart of Discount Drug Mart's growth and success. The company slogan says it all: "Discount Drug Mart Saves You the Runaround...We Have Everything You Need."

The 25,000+ square foot stores stock more than 40,000 items. From health and beauty aids to household merchandise; small appliances, paint, hardware and auto accessories; magazines, greeting cards, paper products, groceries, frozen foods, school & office supplies, and seasonal merchandise, Discount Drug Mart has it all!

## **Forward-Looking Statements**

This press release contains projections of future results and other forward-looking statements that involve a number of risks and uncertainties. Important factors that may cause actual results and outcomes to differ materially from those contained in the projections and forward-looking statements included in this press release are described in our publicly filed reports. Factors that could cause these differences include, but are not limited to, the acceptance of our products, lack of revenue growth, failure to realize profitability, inability to raise capital and market conditions that negatively affect the market price of our common stock. The Company disclaims any responsibility to update any forward-looking statements unless legally required.

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