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Perrier® Tests National Ad Campaign on Provision's 3D Savings Center

Perrier Utilizes Provision's National Retail Network to Increase Coupon Redemption and In-Store Sales

CHATSWORTH, Calif., Nov. 08, 2017 (GLOBE NEWSWIRE) -- [Provision Interactive Technologies, Inc.](#) ("Provision"), a subsidiary of Provision Holding, Inc. (OTCQB:PVHO), announced today that Perrier® Sparkling Mineral Water ("Perrier") will be testing a national advertising campaign on Provision's *3D Savings Center* kiosks in efforts to influence consumer purchasing decisions at the point-of-sale.

The *3D Savings Center* kiosk contains Provision's patented and award-winning 3D holographic display and a 2D interactive touch screen that provides consumers access to information, promotions, rewards and coupons.

"Our *3D Savings Center* provides the opportunity for advertisers to reinvent what is possible with respect to shopper marketing," said Provision's Chief Operating Officer, Curt Thornton. "We are confident that during our testing phase, the *3D Savings Center* will enable Perrier to break through the clutter by the use of augmented reality and generate product awareness and increase in-store purchases through coupon redemption."

Shoppers in leading retail stores will be drawn to the 3D, holographic image of the Perrier products floating in thin air in front of a *3D Savings Center* kiosk. Once at the kiosk, shoppers will be able to use the touchscreen to retrieve a coupon that can be used immediately for Perrier water products.

Provision's patented and award-winning *3D Savings Center* is currently available in hundreds of retailers across the U.S. A recent [case study](#) identified 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 Perrier Sparkling Mineral Water

Perrier is a sugar-free and calorie-free sparkling mineral water bottled in the south of France. With its refreshingly unique bubbles and low mineral content, Perrier is perfect on its own or mixed with juices or spirits. Perrier also offers a tempting selection of natural flavors including Lemon, Lime, L'Orange, Pink Grapefruit, Green Apple, Strawberry and Watermelon. Discover more at www.perrier.com.

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.

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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