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PAX LABS, GROWS ITS EUROPEAN FOOTPRINT

Partnership Will Expand the Availability of its PAX Vaporizer Line in Twelve Major European Markets

San Francisco, CA (June 14, 2016) – PAX Labs, Inc., a leader in delivering the ultimate vaporization experience with innovative, premium vaporizers, announced today an agreement with the LifeStyle Division of the XTremEnterprise (XTE) group for the international distribution of its namesake PAX vaporizer.

The partnership will expand availability of PAX within current European markets, including the UK, Germany, France, Italy and the Netherlands, and introduce it to additional markets, including Ireland, Austria, Switzerland, Spain, Portugal, Belgium and Luxembourg.

The XTremEnterprise group specializes in global distribution of consumer electronics, action sports and lifestyle products. With its newly-formed LifeStyle Division, the XTE group focuses on the outdoor and lifestyle market thanks to its strong industry expertise. Its LifeStyle Division is a global label of distribution catering a premium and selective product offering to outdoor stores and boutiques.

“Aligning the PAX brand with a world-class operation like the XTremEnterprise group is a perfect match, as the company has continually demonstrated its vision and ability to connect category-leading products with the best retailers in Europe,” said Jonathan Bernbaum, Director of International Sales at PAX Labs. “We have an aggressive global expansion strategy similar to many of the top brands that XTE has previously or is currently working with. We’re thrilled to have them on board to tap their experience building brands across geographies and to help us continue developing robust retail channels and strategic partnerships.”

“Europe is the ideal place to cultivate the PAX business. There’s an established roll-your-own market yet cultural adoption of consuming loose-leaf material with vaporizers continues to grow,” said Richard Mumby, Chief Marketing Officer and Senior Vice President of Sales at PAX Labs. “Similar to what we’ve seen in the U.S., international consumers are looking for new ways to experience vaporization technology. By partnering with the XtremeEnterprise group, we’ll be able to meet the needs of consumers who have an appreciation for innovative, beautifully designed products.”

In 2015, PAX Labs entered the European market, adding distribution of PAX in the UK, Germany, France, Italy and the Netherlands. The XTremEnterprise group will help accelerate PAX Labs' reach in these countries, while also targeting new markets, to expand availability in more lifestyle retailers, head shops and dispensaries.

“We thrive only when we get that much anticipated ‘WOW effect,’ and this is exactly what happened when we first discovered PAX. The timing is perfect for us to introduce PAX to a global audience that’s comprised of active, trendsetting, forward-thinking people who are actively seeking out a disruptive technology with PAX. We have an incredible amount of confidence that PAX will do well, especially in lifestyle, sports and specialized stores that desire to offer a premium vaporizer product.,” said Franck Bywalski, XTremEnterprise CEO.

PAX 2 retails for £199 in the U.K. and €259 in major European markets.

About PAX Labs, Inc.

PAX Labs was founded in 2007 by two Stanford Design Program Masters graduates, with the mission of making beautiful and technologically advanced vapor products for adult smokers. Headquartered in San Francisco, the vaporization technology company is leading the reinvention of the smoking experience with its innovative, premium vaporizers, PAX 2, the second generation of its popular PAX product line, and JUUL, a game-changing new product in the e-cigarette category. Both PAX 2 and JUUL were winners of the 2016 iF DESIGN AWARD. For more information, please visit www.PAXvapor.com.

About XTremEnterprise

XTremEnterprise (XTE) is a global group, a powerful and distinctive creator and distributor of products and content. The group is dedicated to market the most innovative consumer electronic devices to capture and share life through sound and imaging. We empower creators and visionaries to reach their audience and customers. With over 400 employees, 20 offices and 25 brands worldwide, XTremEnterprise continues to expand its international footprint as a distributor of high value products through every known offline and online channels, its ability to develop new technologies and its media capabilities in the broadcast and digital ecosystems.

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