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U.S. DEPARTMENT OF HOMELAND SECURITY RAIDS ALLEGED TRAFFICKER OF COUNTERFEIT PAX VAPORIZERS

Joint operation between local police and federal agency results in raid and seizure at home and business of alleged counterfeit Pax Vaporizer trafficker. A “truckload” of evidence was seized, according to local police.

San Francisco, Calif. October 16, 2014: Law enforcement officials representing the US Department of Homeland Security and a county police department raided the Massachusetts home and office of an alleged counterfeit Pax Vaporizer trafficker on October 7, 2014. The alleged trafficker was observed by law enforcement officials as being in receipt of counterfeit Pax Vaporizers from counterfeit manufacturers in China. The alleged trafficker was arrested and charged with multiple counts of Counterfeit Trademark Distribution and Larceny by a Single Scheme. Additional charges may be forthcoming.

"Not only do counterfeiters harm the legitimate businesses they illegally profit from, but they often dupe the public as well with inferior products designed to trick people into thinking they're buying the real deal," said Bruce Foucart, special agent in charge of Homeland Security Investigations in Boston. "HSI and our partners are committed to enforcing the nation's intellectual property rights laws and preserving the rights of both industry and government."

Ploom is committed to educating consumers and protecting them from counterfeit Pax products that are being sold as authentic to ensure customers receive the modern technologies, beautiful design and world-class support that encompass the brand. The fight against unauthorized sales and counterfeiting is a long-term commitment to quality and service by Ploom. It is Ploom's first and foremost goal to protect consumers from poorly performing counterfeit devices not covered by warranty. Ploom urges consumers to protect their investment and ensure they are receiving authentic quality Ploom products.

“Ploom has increased efforts and investment to protect retailers and consumers and stop counterfeiting by implementing stronger authenticity measures, including when necessary taking legal action against manufacturers, distributors and retailers of counterfeit items,” said James Monsees, co-founder and CEO of Ploom. “It is evident that city, state, and federal law enforcement agencies take seriously their responsibility to help defend consumers against illegal and possibly unsafe counterfeits. These agencies have been extremely cooperative and effective partners with Ploom in fighting counterfeit traffickers.”

Ploom's Authorized Distributor network has collaborated with Ploom to identify retailers selling counterfeits throughout the US and Canada. Cease and desist notices have been sent to retailers in numerous metropolitan regions including the San Francisco Bay Area, Los Angeles, Seattle, New York City, Minneapolis, Vancouver, Las Vegas, Tampa, Tulsa, Lincoln, and St. Louis. In some cases, including when cease and desist letters have been ignored or counterfeit sales have been observed on multiple occasions, Ploom has initiated legal proceedings. For instance, a counterfeit trafficker was recently fined \$350,000 in court: *Ploom, Inc. v. iPloom, LLC, et al.*, No. 3:13-cv-05813-JCS (N.D. Cal. complaint filed 2013-12-16).

Ploom's 10-year limited warranty is only available to consumers who have purchased authentic Pax devices at Ploom.com or Ploom Authorized Retailers. Consumers who

aren't shopping from Ploom.com or a Ploom Authorized Retailer risk purchasing counterfeit products. Many counterfeits can be distinguished by misbranding or lack of stamped serial number under the mouthpiece, but even some serial numbers, for instance those starting in PX, are counterfeit. Likewise, low voltage chargers not conforming to Ploom's specification have been observed (DC 5V is counterfeit). Ploom customer service has received many complaints from users with poorly performing Pax devices that have turned out to be counterfeit.

Like so many other premium consumer brands, Ploom aggressively fights against counterfeiting. Ploom's anti-counterfeiting efforts are part of a robust initiative that includes increased access to and visibility of authorized retailers via Ploom's Authorized Retail Store Locator. Ploom customers can reach out to Ploom Support to find out more information about purchasing from Ploom.com or other authorized retailers and determining if a unit is fake. Ploom is committed to prosecuting infringing entities through all measures available, including legal action when necessary, in an effort to protect business partners and consumers.

ABOUT PLOOM, INC.

Founded by two Stanford Design Program Masters program graduates, San Francisco-based Ploom is leading the reinvention of the smoking experience with its premium loose leaf and pod system vaporizers. Ploom creates superior, beautiful and technologically advanced products that disrupt and redefine the future of the tobacco industry. www.ploom.com