



**FOR IMMEDIATE RELEASE**

**PAX Labs Marks 500,000 Unit Sales Milestone for PAX Vaporizer  
With 20 Percent Discount**

San Francisco, CA — February 17, 2015 — PAX Labs, Inc., a San Francisco-based leader in vaporization delivery systems, announced today that it has reached a significant milestone in sales of its PAX open-system vaporizer: more than 500,000 units sold.

“This is not just a number, but a compelling metric measuring strong, continued product demand for alternative tobacco products,” said James Monsees, CEO, PAX Labs, Inc. “We have not released sales data up to this point, but this news is too good not to share,” Mr. Monsees continued, “And, it’s not only an important benchmark for PAX Labs and our flagship PAX vaporizer, but also, it’s yet another sign of the growing size of the vaporization sector.”

“We are focused on vaporization delivery products and expansion across product verticals and market segments,” said Mr. Monsees. “In order to expand our successful PAX line, we are announcing a new MSRP to bring PAX to an even larger audience of consumers.” The current PAX \$249.99 MSRP will be reduced to \$199.99, effective immediately. PAX is an open system vaporizer that heats loose-leaf tobacco. It is currently available in the U.S. and Canada.

PAX Labs, Inc., formerly known as Ploom, Inc., recently announced the sale of its modelTwo and pods product line business – including the “Ploom” trademark – and general intellectual property related to modelTwo and pods to JTI, a unit of Japan Tobacco.

**About PAX Labs, Inc.**

Founded by two Stanford Design Program masters program graduates, San Francisco-based PAX Labs -- formerly known as Ploom, Inc. – applies design principles to reinvent the smoking experience. PAX Labs’ premium vaporizers provide a cleaner, modern alternative to smoking. PAX Labs strives to be the trustworthy company in the vaporization space while creating the best, most innovative vaporization products. PAX Labs’ products create a flavorful vapor that can be enjoyed nearly anywhere. PAX Labs is a privately held company headquartered in San Francisco, California. For more information, visit [ploom.com](http://ploom.com).

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