



For Immediate Release

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BEST-IN-CLASS VAPORIZER ANNOUNCES LIMITED EDITION GOLD PAX 2

Pax Labs Introduces New Colorway in Time for the Holidays

San Francisco, CA (November 12, 2015) – [PAX Labs, Inc.](#), leaders in reinventing the smoking experience with innovative, premium vaporizers, today announced the highly anticipated release of a limited edition gold PAX 2. The gold-brushed aluminum version of its crowd-pleasing vaporizer exemplifies the same essence of luxury, quality and brilliance as the brand itself – just in time for the gifting season.

[PAX 2](#), introduced earlier this year, is the most pocketable and premium loose-leaf vaporizer on the market and incorporates new, intelligent technologies in a smaller, sleeker design, an upgrade of the highly praised first-generation PAX. The gold PAX 2 will be sold in addition to the current Topaz, Charcoal, Platinum, and Flare color offerings for a limited time, and will boast the same premium features, such as lip-sensing technology, self-optimizing temperature and power, and a user friendly interface with a pristine finish.

“This holiday season, all that glitters will be gold – including PAX. We’re thrilled to help check off gifting lists, knowing that consumers have repeatedly asked for a gold PAX. With technology becoming more integrated in our daily lives, we aim to create pioneering products that are both functional and an expression of personal style,” said Richard Mumby, Chief Marketing Officer of PAX Labs, Inc. “By creating a gold version of our PAX 2, we’re offering fans another way to reflect their personal style through their smoking experience. This product will elevate gift giving this holiday season.”



Since PAX 2’s debut earlier this year, the brand has launched various partnerships in the fashion industry with designers such as Richard Chai and retailers like Opening Ceremony and American Rag, has expanded into the UK and Germany, and has had a large presence at a variety of music festivals including Coachella and SXSW. The gold PAX is announced after the release of The Madness Tour Limited Edition PAX 2 designed in partnership with R&B Sensation The Weeknd.

The gold PAX 2 retails for \$279.99 and will be available for purchase on www.PAXvapor.com, as well as at select retail locations nationwide, such as Odin in New York and Atrium in Miami, starting November 12.

About PAX Labs, Inc.

Founded in 2007 by two Stanford Design Program Masters program graduates, PAX Labs was developed 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 their 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 and winner of the 2014 International Design Awards. For more information, please visit www.PAXVapor.com

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