



For Immediate Release

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PAX Labs, Inc. Announces Global Expansion of Leading Vaporizer Line

PAX Vaporizers Now Shipping to the UK and Germany, Available in Select Brick and Mortar Retail

San Francisco, CA (September 15, 2015) – Delivering on its global growth strategy after its recent \$46.7 million Series C funding round, [PAX Labs, Inc.](#), leaders in vaporization technology, today announced its PAX vaporizers will now be available in the UK and Germany. The devices are available at PAXvapor.com as well as in local retailers.

Since introducing its portable, loose-leaf PAX vaporizer three years ago, sales have grown 200 percent. In March, PAX introduced [PAX 2](#), an enhanced version of the original PAX vaporizer offering a more intelligent, premium and high-performance smoking experience. PAX is deploying an aggressive global expansion plan to bring its best-selling vaporizers and unique brand experiences to customers around the world.

“With the growing demand in the vaporization category, consumers have high interest in innovative products. The timing is perfect for us to introduce PAX in the UK and Germany,” said James Monsees, CEO and co-founder, PAX Labs.

“Both London and Berlin are cultural hubs for technology innovation, cutting-edge fashion, global contemporary art and music,” said Richard Mumby, CMO of PAX Labs. “With our Silicon Valley approach to innovation, best-in-class technology, and thoughtful design, we’re confident consumers across Europe will receive the product as favorably as we’ve experienced in the United States and Canada. Our connection with the fashion, art and music worlds will help us connect with consumers in these diverse and cultural markets. Forward-thinking, trendsetting and socially active consumers continue to be drawn to the PAX products across geographies.”

PAX has distinguished itself as the premium luxury vaporizer brand through its collaboration with fashion, music and art. This year, PAX secured its first fashion retail partnerships with distinguished lifestyle boutiques, including Opening Ceremony New York and American Rag Los Angeles. PAX has collaborated with Fashion Week events, such as with designer Richard Chai at New York Fashion Week: Men's, and at the 2015 New York Fashion Week with Opening Ceremony and 11 by BBS. PAX has integrated its brand and products into the prolific art and music scene through artist showcases, event sponsorships and consumer engagements. It most recently threw the most sought after Outside Lands music festival after party featuring Toro Y Moi, and hosted activations this year at Pitchfork, Coachella, and SXSW.

“We know that consumers connect with PAX through not only our product design but also our distinct brand identity. We’ve redefined our category, and we’re always challenging ourselves to find resonant ways to connect with our fans, often through experiential partnerships and collaborations,”

said Mumby. “From speakeasies, warehouse parties and music festivals, to prolific street art, galleries and fashion shows, the UK and Germany are two vibrant and influential European markets. London and Berlin are two cities at the leading edge of innovation, creativity and style.”

PAX 1 defined the vapor market, outselling the industry almost 3-to-1, and PAX 2 is an evolved product building on the much-loved original. PAX Labs further integrated new hardware and software into PAX 2, making it smaller, faster, smarter, more robust, longer lasting on a single charge, and more straightforward to use. PAX 2 is the most pocketable and premium loose-leaf vaporizer available. The device heats loose-leaf material, instead of burning it, releasing active ingredients and natural oils into a subtle vapor. This process produces no combustion and no smoke, optimal for social settings.

PAX 2 retails for 199 pounds in the UK and 255 euros in Germany. The company now has distribution in the United States, Canada, the UK and Germany from its online store PAXvapor.com and at select retail locations.

About PAX Labs, Inc.

Founded in 2007 by two Stanford Design Masters program graduates, PAX Labs (formerly known as Ploom, Inc.) has reinvented the smoking experience, fusing applied design principles with technology. Its mission is to create beautiful, technologically advanced vapor experiences. Headquartered in San Francisco, the vaporization technology company brings the spirit of Silicon Valley to its products, producing innovative premium vaporizers including PAX 2, the second generation of its popular PAX product line, and JUUL, a game-changing new product in the e-cigarette category. For more information, please visit www.PAX.com.

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