



PREMIER VAPORIZER BRAND PAX ANNOUNCES PARTNERSHIP WITH R&B SENSATION THE WEEKND

*Limited edition, The Weeknd PAX 2 launches in conjunction with kickoff of the musician's
North American "The Madness" Fall Tour*

San Francisco, CA (November 4, 2015) – [PAX Labs, Inc.](#), a leading vaporization company, announces the release of a limited edition PAX 2 vaporizer designed in partnership with Canadian singer-songwriter and Billboard chart-topper, The Weeknd. PAX Labs is an official co-sponsor of his North American "The Madness" Fall tour, which kicks off tomorrow in Toronto.

The Madness Tour Limited Edition PAX 2 (MSRP \$324.99) features an exclusive black shell with signature artist branding, including an engraved "XO" logo, custom programming with a yellow LED light, and hidden features. It will be sold alongside the tour's merchandise at each concert and will be available for purchase in-store at select PAX boutique retail partners nationwide, as well as online on www.PAXvapor.com.

"As one of the most exciting and relevant musicians today, The Weeknd was the ideal artist for an exclusive PAX 2 device collaboration," said PAX Labs CMO Richard Mumby. "Abel has a distinct and discerning style, and he has provided a new and unexpected way for us to showcase our brand. We are always looking for new ways to connect with our customers and fans, so this was the perfect opportunity to bring together The Weeknd's style with our technology."

In addition to the release of the limited PAX 2 device, PAX will have a presence throughout the duration of the "The Madness" tour, including special backstage VIP activations and an in-store event with the star at Toronto's premier menswear boutique Nomad celebrating an exclusive retail partnership. PAX's relationship with The Weeknd marks the latest step in the brand's embrace of forward-looking fashion and music culture, as well as in its well-regarded strategy to tap influential design and retail partners to position the tech-driven device maker as a luxury lifestyle brand. In the last year, PAX has partnered with fashion designer Richard Chai for New York Fashion Week: Men, with Opening Ceremony for their spring/summer 2016 fashion runway show, and hosted a surprise after-party with Toro y Moi at the Outside Lands Music Festival.

"Music and fashion have always been a natural fit for PAX," Mumby explained. "Since our early days, these communities have been supporters of PAX, and they continue to be a significant means of expression for our fan-base."

About PAX, Labs, Inc.

Based in San Francisco, PAX Labs, Inc. is leading the reinvention of the smoking experience with its innovative, premium vaporizers, including PAX and the recently launched e-cigarette JUUL. Founded by two Stanford Design Program graduates, PAX Labs, Inc. was developed with the mission of making smoking obsolete. PAX Labs goal is to create superior, beautiful and technologically advanced products that disrupt and redefine the future of smoking, with products that are not only more effective but also that consumers can relate to.

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