



**For Immediate Release**

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**PLOOM LAUNCHES PAX;  
CATEGORY DEFINING PREMIUM PORTABLE VAPORIZER**

**Combines Exceptional Engineering with Sleek Modern Design  
To Deliver The Best Quality Vaporizer Experience on the Market**

San Francisco, CA, June 1, 2012 - Redefining smoking for the modern generation, Ploom – developers of products that provide a cleaner, more flavorful alternative to the smoking experience – launched PAX, the most pocketable, premium, loose-leaf vaporizer on the market today.

PAX uses the process of vaporization to offer a superior alternative to smoking – heating tobacco instead of burning it, and releasing active ingredients and natural oils into a resulting subtle vapor. This produces no combustion, therefore eliminating toxic by-products and most importantly second-hand smoke. PAX is a cleaner, cooler, and more respectful way to smoke.

“We founded Ploom to revolutionize vaporization and set our sights on designing and developing the highest quality portable vaporizer ever created. Today marks the launch of PAX and the achievement of that goal,” said James Monsees, Ploom Co-Founder.

PAX Features:

- Three adjustable temperature settings
- Lithium ion rechargeable internal battery
- Quality vapor - no more ash, bad smell, and smoky haze
- High performance in a compact size
- Retractable mouthpiece for ease of use
- LED indicator lights
- Laser-welded stainless steel air path
- 10-year warranty

PAX is also an ideal addition to the modern man and woman's artillery of personal accessories, perfect for the person-around-town, mulling over the latest news on their smart phone. Since PAX produces only vapor, it can be used in many places where smoking is not currently permitted. Part gadget, part museum piece, and part lifestyle companion, PAX redefines smoking for the modern generation.

PAX is easy to use and easier to enjoy, as it releases vapor, not smoke. This is a difference that not only will the user notice, but everyone around them will as well.

PAX retails for \$249.99 at select stores and at [www.ploom.com](http://www.ploom.com).

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#### **About Ploom**

Founded in 2007, Ploom produces first-in-category premium vaporizers that are not only functional but also innovative and sleek. Through the process of vaporization, tobacco is heated, not burned, producing a subtle vapor instead of smoke. Ploom is a privately held company headquartered in San Francisco, California. Ploom products redefine smoking for the modern generation. For more information, visit [ploom.com](http://ploom.com).