



## **PAX LABS, INC. ANNOUNCES PAX REFERRAL PROGRAM**

*Company Rewards Loyal PAX Fans with the Chance to Unlock Exclusive Swag and Unique Brand Experiences*

**San Francisco, CA (March 16, 2016)** – [PAX Labs, Inc.](#), a leader in reinventing the smoking experience with innovative, premium vaporizers, announced today the launch of its “Refer a Friend” program, designed to recognize and give back to local PAX users by offering them an exclusive opportunity to unlock custom-made items and unique brand experiences. Upon registering their device on [www.PAXvapor.com/referral/](http://www.PAXvapor.com/referral/), users will receive a unique referral link to be shared with family, friends and peers. For each person who purchases a PAX 2, the individual will receive a complimentary Accessory Kit and the referee will earn credits toward special PAX prizes.

“Customer service is very important to us, and we listen to our customers very closely to identify unmet needs and deliver upon opportunities for improvement,” said Richard Mumby, Chief Marketing Officer at PAX Labs, Inc. “People appreciate PAX, and they express their passion for the PAX brand frequently online and through memorable life experiences. This program serves to thank our loyal customer base for their support and introducing others to the PAX brand.”

To start collecting exclusive PAX rewards, users should take the following steps:

1. Log into [www.PAXvapor.com](http://www.PAXvapor.com) and register the PAX or PAX 2. A unique referral link will display upon successful product registration. Referral links can also be found on the account dashboard under the Referral section.
2. Share the unique referral link automatically via e-mail, Facebook or Twitter. Users can also simply copy the link to share it in a private message or on any other social network.
3. Keep track of shares and rewards on the account dashboard under the Referral section.

Each referred person must use a referral link to obtain a promotional code. As referees unlock each rewards level, they will receive an e-mail notification with instructions to redeem rewards. Rewards become active and redeemable after 15 days. Special rewards range from a branded snapback hat and playing cards, to a PAX backpack and portable Bluetooth speaker, to a custom engraved PAX 2, to a package for a fun night out on the town.

The PAX Referral Program is currently not available to residents of Arizona, Massachusetts and Utah, as well as certain cities. For information on additional restricted locations, please visit [www.PAXvapor.com/promo-restrictions](http://www.PAXvapor.com/promo-restrictions).

PAX 2 retails for \$279.99 at select retailers, head shops and dispensaries nationwide, and is available for purchase online at [www.PAXvapor.com](http://www.PAXvapor.com).

**About PAX Labs, Inc.**

PAX Labs was founded in 2007 by two Stanford Design Program Masters graduates, 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 its 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. Both PAX 2 and JUUL were winners of the 2016 iF DESIGN AWARD. For more information, please visit. [www.PAXvapor.com](http://www.PAXvapor.com).

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