

# GENERATIONNEXT

FRANCHISE BRANDS

## REIS & IRVY'S SECURES KEY MILITARY BASE LOCATIONS FOR ITS FROZEN YOGURT ROBOT FRANCHISEES

### *Multiple US Military Bases Opting-In For Reis & Irvy's Robots To Serve Frozen Yogurt To Troops, Staff and Base Visitors*

**Thursday April 20<sup>th</sup>, 2017** – *San Diego, CA*– Generation NEXT Franchise Brands (OTCB: VEND) announced today that subsidiary Reis and Irvy's has secured several key locations among military bases across the country. The franchisor's Reis & Irvy's Frozen Yogurt Robot concept has been a popular draw for both military installations and their respective personnel across the United States, creating an opportunity for each location to serve customized on-demand frozen yogurt creations.

As part of several turn-key resources and initiatives, Reis & Irvy's recently introduced a dedicated Location Procurement department to assist owners and operators across the country in researching, analyzing and securing locations on their behalf, where the vending robots will have the greatest opportunity for traffic and success. An important focus of this effort was military bases, which not only offer high-traffic engagement, but provide the opportunity for the men and women of the US Armed Forces to experience the excitement that is Reis & Irvy's. Announced today were several key military locations that have been secured and will soon be receiving the revolutionary Froyo Robots:

- **Fort Knox, Louisville KY**
- **Fort Sam Houston, San Antonio TX**
- **Buckley Air Force Base, Aurora CO**
- **Lackland Air Force Base, San Antonio TX**
- **Fort Gordon, Fort Gordon GA**
- **Fort Carson, Fort Carson CO**
- **Fort Jackson, Columbia, SC**
- **Shaw Air Force Base, Sumter, SC**
- **Joint Base Charleston, Charleston, SC**
- **MacDill Air Force Base, Tampa, FL**

The addition of these key military locations adds to a growing portfolio of premiere locations that are being secured across the US.

"We're excited to be securing locations within our military armed forces bases." says Rod Everett, Vice President of Business Development for Reis & Irvy's. "Not only can the working men and women of our military enjoy a customized "taste-of-america" treat while on base, but owners and operators can count on a consistent and captive traffic population. Two premiere areas of focus for our company objectives...and a winning combination for both sides."

Reis & Irvy's franchisees are excited about the opportunity that the premiere military locations will offer in terms of traffic and consistent customer interaction. Zak Peterson and Alcy Araujo, who recently as partners became Reis & Irvy's Froyo Robot Franchisees will have their units placed within three of the recently announced military locations and look forward to the opportunity.

"Alcy and I are extremely excited to be doing business with the Charleston, Fort Jackson and Shaw military bases" said Zak Peterson. "The opportunity for us to offer an amazing new revolutionary froyo experience to the men, women and families that protect and serve/served this country is the least we can do. We'd like to extend our thanks to the Reis & Irvy's team for paving the way to what will assuredly be a long-lasting partnership."

For more information on Generation NEXT Franchise Brands visit <http://www.gennextbrands.com/> or call toll free 888-902-7558.

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*This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. No Reis & Irvy's franchises will be sold to any resident of any state until the offering has been exempted from the requirements of, or duly registered in and declared effective by, such state and the required FDD (if any) has been delivered to the prospective franchisee before the sale in compliance with applicable law. Currently, the following states in the United States regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you reside in one of these states, or even if you reside elsewhere, you may have certain rights under applicable franchise laws or regulations.*

### **Generation NEXT Franchise Brands**

Generation NEXT Franchise Brands, based in San Diego, California, is a publicly traded company on the OTC Markets trading under the symbol: VEND. Generation NEXT Franchise Brands is parent company to Fresh Healthy Vending LLC, the market's leading healthy-choice vending machine franchise, Reis and Irvy's, Inc., the world's first robotic frozen yogurt vending kiosk and 19 Degrees, a corporate-focused frozen yogurt kiosk brand. The Company hosts over 390 active franchisees throughout the United States, Canada, Puerto Rico and the Bahamas, and continually looks to partner with like-minded entrepreneurs who share its vision.

### *Cautionary note on forward-looking statements*

*Except for historical information contained in this release, statements in this release may constitute forward-looking statements regarding assumptions, projections, expectations, targets, intentions or beliefs about future events that are based on management's belief, as well as assumptions made by, and information currently available to, management. While the Company believes that expectations are based upon reasonable assumptions, there can be no assurances that goals, results and strategy will be realized. Numerous factors, including risks and uncertainties, terms and availability of financing, may affect actual results and may cause results to differ materially from those expressed in forward-looking statements made by the Company or on its behalf. In addition to statements, which explicitly describe risks and uncertainties, readers are urged to consider statements labeled with such terms as "believes,"*

*"belief," "expects," "intends," "feels," "anticipates," "proposes," "proposed," or "plans" to be uncertain and forward-looking. More detailed information on these and additional factors that could affect Generation NEXT's actual results are described in Generation NEXT's filings with the Securities and Exchange Commission, including its most recent Form 10-Q's for the quarterly periods ended December 31, 2016 and September 30, 2016, and its annual report on Form 10-K for the fiscal year ended June 30, 2016. All forward-looking statements in this news release speak only as of the date of this news release and are based on Generation NEXT's current beliefs and expectations. Generation NEXT undertakes no obligation to update or revise any forward-looking statement, whether as a result of new information, future events or otherwise, except as required by law.*