

FOR IMMEDIATE RELEASE

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**REIS & IRVY'S INKS RECORD \$23 MILLION FRANCHISE CONTRACT FOR
LOS ANGELES AND ORANGE COUNTY MARKETS**

***Purchase of 588 Patented Automated Retail Robots Targets Disruption
of Retail Brick-and-Mortar***

SAN DIEGO (March 21, 2018) – Reis & Irvy's, (www.reisandirvys.com) a subsidiary franchise concept of Generation NEXT Franchise Brands, Inc. (www.gennextbrands.com) (OTCB: VEND), announced today a record franchise agreement, which represents over \$23,000,000 if certain purchase objectives are met, for two of California's largest markets. Local investor and entrepreneur, Nassim Bayat, will have exclusive rights to all Reis & Irvy's locations throughout Orange County and the City of Los Angeles.

Launched in 2016, Reis & Irvy's froyo robot has pre-sold over 1,000 units worth an estimated \$40 million in deferred revenues and is scheduled for mass rollout by manufacturing partner, Flex Ltd., beginning in April 2018.

Exclusively partnered with Dannon YoCream, Reis & Irvy's units are capable of delivering frozen yogurt, ice cream, gelato, acai, frozen ice and custard with toppings within 60 seconds or less. Designed to disrupt brick and mortar frozen yogurt concepts, Reis & Irvy's is a self-contained, labor-free retail store placed within in high traffic locations such as amusement parks, movie studios, theatres & tourist attractions.

"Reis & Irvy's is just the first application of our patented robotics designed for brick-and-mortar retail disruption," said Nick Yates, Chairman and Founder of Generation Next Franchise Brands. "We selected Nassim Bayat for his track record of success in every business he's been involved with to demonstrate the strength of our technologies in both Orange County and Los Angeles and couldn't be happier with this partnership"

Reis & Irvy's has teamed up with some of the world's largest manufacturing and logistics partners including Dannon YoCream, Flex, Ltd. (www.flex.com) who was responsible for 45,000 Redbox units, Stoelting Food Service (www.stoelting.com), who created the very first soft-serve machine for Dairy Queen, and Pitney Bowes (www.pitneybowes.com), who will provide the installation and a national servicing.

"Aside from the technology and innovation of the Reis & Irvy's products, what really attracted me to this opportunity was the leadership team at Generation NEXT Franchise Brands," said Bayat. "While I do not have prior experience in the robot vending space, I know the competitive advantages of a well-structured

business model. These machines, created through global partnerships, and the team of visionaries at Generation NEXT are the future of an industry that is in need of a shift. This is the start of a revolution of a commodity that remains a consumer favorite. I saw the opportunity here to be part of something big, great, and ultimately something that will change the industry forever. I've made it my career to see business opportunities like this. We're going to make waves."

Nassim Bayat, who showcases an impressive 20-plus year background in both domestic and international business (as well as a degree in electrical engineering), has been building, operating and expanding his own companies since the late 1980s, including Controls Engineering, SNE Systems, Inc., and Alliant Development Company. At one point, Bayat was heavily involved in the brick-and-mortar frozen yogurt business, which combined with his knowledge of engineering, is one of the main reasons he was immediately drawn to the Reis & Irvy's opportunity. He saw the potential, the technological advantage and the chance to redefine the froyo industry through disruption.

For more information on the revolutionary Froyo Robots or to learn more about how you can own your own Reis & Irvy's Froyo Robot franchise, visit the Reis & Irvy's website at www.reisandirvys.com or call toll free 888-902-7558. Follow us on Twitter @Reisnirvys, on Facebook @reisandirvys and on Instagram @reisnirvys.

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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.

About Generation NEXT Franchise Brands, Inc.

Generation NEXT Franchise Brands, Inc., 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, 19 Degrees, a corporate-focused frozen yogurt robot brand and Generation NEXT Vending Robots, our newly established owner/operator model. The Company has sold over 600 franchises throughout the United States, Canada, Puerto Rico and the Bahamas, and continually looks to partner with like-minded entrepreneurs who share its vision.

About Reis & Irvy's, Inc.

Reis & Irvy's, Inc., is a subsidiary franchise concept of Generation NEXT Franchise Brands, Inc. (OTCB: VEND). Launched in early 2016, the revolutionary Reis & Irvy's Froyo Robot vending machine serves seven different flavors of frozen yogurt, ice cream, sorbets and gelato's, a choice of up to six custom toppings and to customers within 60 seconds or less at the point of sale. The unique franchise opportunity has since established itself as a high-demand product and currently showcases a franchise network both domestically as well as internationally.

Cautionary note on forward-looking statements

This press release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements include, among others, statements concerning our future financial performance, including statements regarding our ability to timely launch delivery and installation of our frozen yogurt robots and our ability to grow our franchising and licensing divisions and launch our corporate-owned and direct sales platforms. The Company bases these forward-looking statements on its current expectations, estimates and projections about future events and the industry in which it operates using information currently available to it. Actual results could differ materially from those discussed in, or implied by, these forward-looking statements. Forward-looking statements are identified by words such as "believe," "anticipate," "propose," "expect," "intend," "plan," "will," "may," "estimates," variations of such words and other similar expressions. In addition, any statements that refer to expectations, projections or other characterizations of future events or circumstances are forward-looking statements. Factors that could cause actual results to differ from those implied by the forward-looking statements contained in this press release are set forth in our filings with the Securities and Exchange Commission (SEC), including our most recent Annual Report on Form 10-K for the year ended June 30, 2017, our Quarterly Reports, and our Current Reports on Form 8-K. Be advised that developments subsequent to this press release are likely to cause these statements to become outdated and the Company is under no obligation (and expressly disclaims any such obligation) to update or revise any forward-looking statements whether as a result of new information, future events, or otherwise.