



## REIS & IRVY'S, ROBOT-STAFFED FROZEN YOGURT CHAIN, INKS \$21 MILLION MASTER FRANCHISE AGREEMENT IN ATLANTA

*Atlanta business leader wants to cool down 'Hotlanta' with deal that will have her city enjoying frozen yogurt served by robots*

**ATLANTA, GA** -- (June 28, 2018) -- Generation NEXT Franchise Brands, Inc. (OTCBB: VEND) announced today that its flagship subsidiary, Reis & Irvy's, has signed an agreement with Atlanta business leader, Jennifer L. Scully and her new company, RoboTreats, LLC for the exclusive franchise rights for the robot-staffed frozen yogurt chain in Metro Atlanta, the ninth largest metro in the United States, home to 5.8 million people and one of the nation's busiest airports.

The \$21 million, exclusive territory deal includes contracts for 20 initial Reis & Irvy's locations along with an agreement and letter of intent for an additional 480 locations throughout the metro area as part of an agreement that secures Scully's exclusive rights to the greater Atlanta area.

Known for her keen business sense and well regarded in Atlanta's business community, Scully is the founder and CEO of Clinical Resources, a well-renowned national healthcare staffing firm headquartered in Atlanta. Scully has been awarded numerous recognitions based on the stellar performance of the company, including: INC 500/5000 for 8 consecutive years (America's Fastest Growing Privately Held Companies), Ernst & Young Entrepreneurial Winning Women Award for 2009, Top 50 Women-Owned Business in Georgia and many others.

Never one to miss an opportunity, Scully formed Atlanta-based RoboTreats, LLC along with fellow Atlanta entrepreneurs Sadie and Wyatt Kulla earlier this year after being convinced of the incredible potential that Reis & Irvy's disruptive business model presents.

Nick Yates, Chairman of Generation NEXT Franchise Brands, Inc., says he feels honored to be associated with such a high-profile entrepreneur in the city of Atlanta: "Jennifer is able to combine her comprehensive experience with a broad network of contacts as a former board member with American Red Cross, United

Way Women's Leadership Society, and on board of counselors for the Carter Center. I have full confidence in her ability to promote and expand a large and successful franchise territory," said Yates.

The Atlanta metro area continues to grow, offering any number of major location opportunities representing millions of persons in foot-traffic each day: from Atlanta Hartsfield Airport, Mercedes Benz Stadium, SunTrust Park Stadium, and Georgia Aquarium; to Emory University and Georgia Tech. Large corporations and organizations headquartered in Atlanta include Coca Cola, UPS, CNN, CDC, Mercedes Benz North America, Porsche North America, Arby's, Home Depot, The Southern Company, Carter's and Equifax.

Clinical Resources is certified as a Woman Owned Business through the Women's Business Enterprise Council (IWBENC), the U.S. Women's Chamber of Commerce (USWCC) and the National Women Business Owners (NWBOC), as well as several other agencies and counties. Scully can utilize these experiences in the execution of government contracting and potential first opportunities and tax credits for Fortune 500 companies.

"Reis & Irvy's is an innovative company disrupting a popular market. We are excited to introduce this revolutionary approach of a consumer favorite to the Atlanta Metro market. The ingenious team at Generation NEXT Franchise Brands, coupled with their cutting-edge technology, robust systems, and extensive market opportunities, will make our partnership a success" states Scully. "When initially introduced to Reis & Irvy's, there was no doubt we could leverage our operating strengths to launch this game-changing industry. We are excited about this partnership and look forward to bringing this opportunity to the thriving Atlanta Metro area."

With over ~~\$154-154~~ [\(Art to check this\)](#) million in franchise and licensing contracts, Generation NEXT Franchise Brands, Inc. (OTCBB:VEND) is leading the way with frozen desserts, fully autonomous robotic delivery, visual and audio entertainment, and a unique retail experience.

Reis & Irvy's-branded signature robot characters of the same name can dispense servings of frozen yogurt, ice cream, gelato and sorbet topped with a selection of six delicious toppings in under 60 seconds. With self-checkout touch screen ordering and payment options, video animation, music and delicious frozen dessert provided exclusively by Dannon, robot vendors meet consumer demand for convenience, entertainment and a superior quality product.

### Reis & Irvy's: Franchise Expansion Highlights:

- Since its debut, Reis & Irvy's has grown to over 255 franchisees across the U.S. and represents over 1,170 pending robot installations aggregating over \$47 million, with additional contract commitments for over 2,750 robots worth an estimated \$107 million (\$154 million in total) in potential future revenues for Generation NEXT Franchise Brands, Inc. One of the company's more high-profile franchisees, PGA Championship golfer Phil Mickelson, announced an interest in the company, signing a contract in June to deploy 30 Reis & Irvy's locations in Southern California.

For more information, visit the Reis & Irvy's website at [www.reisandirvys.com](http://www.reisandirvys.com) or call Toll-Free (888) 902-7558.

Generation NEXT Website:

[www.gennextbrands.com](http://www.gennextbrands.com)

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### **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 OTCBB:VEND. Generation NEXT Franchise Brands, Inc. is parent company to 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, its newly established owner/operator model. The Company has sold over 600 franchises throughout the United States, Canada, Australia, Israel, 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. (OTCBB: VEND). Launched in early 2016, the revolutionary Reis & Irvy's Frozen Yogurt Robot vending machine serves seven different flavors of frozen yogurt, ice cream, sorbets and gelatos, 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.

*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.*

### ***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 generate revenue and recognize deferred revenue; 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.*

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