

FOR IMMEDIATE RELEASE

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REIS & IRVY'S ANNOUNCES SCHEDULE FOR UPCOMING APRIL FRANCHISEE INSTALLATIONS

Frozen yogurt vending robots will begin deployment into the marketplace within 65 premiere locations across the United States.

SAN DIEGO (March 5, 2018) – Reis & Irvy's (www.reisandirvys.com) a subsidiary franchise concept of Generation NEXT Franchise Brands, Inc. (www.gennextbrands.com) (OTCB: VEND), announced today that the first of its robotic frozen yogurt vending robots will be hitting the marketplace in April, with the first 65 locations being delivered and installed by the end of the month. The announcement marks the commencement of the eagerly-anticipated debut of the robotic vending concept.

The patented technology, manufactured and assembled by Flex, Ltd (www.flex.com) in Columbia, South Carolina, will feature frozen yogurt consumables exclusively from Dannon YoCream (www.yocream.com) and will begin rolling out for delivery next month. All deliveries and installations will be handled by Generation NEXT's strategic operations partner, Pitney Bowes (www.pitneybowes.com), a global service solutions provider.

Reis & Irvy's has long been focused on ensuring that the franchised Froyo Robots find homes within premiere, high traffic location categories that include hospitals, theme parks, airports, family centers, movie theaters, tourist attractions, hotels and Fortune 500 company locations. This focus has now come to fruition, with the first 65 April installations featuring notable locations including:

- **The Michigan Science Center**
- **The Women's Hospital of Texas**
- **Showplace Cinemas – Evansville, Indiana**
- **The Henry Ford Museum – Dearborn, Michigan**
- **Kentucky Science Center**
- **Columbia Mall – Bloomsburg, Pennsylvania**
- **Indianapolis Airport**
- **Austin Convention Center**
- **Houston Baptist University**
- **Texas Medical Center**
- **Mississippi Children's Museum**

The April deliveries and installations signify the beginning of an aggressive rollout through June. As part of the initial rollout, the Company anticipates shipping approximately 185 units in May and approximately 250 units in June.

“We are pleased to report this positive news for not only the locations about to receive our patented technology, but also for our franchisees and our shareholders,” said Nick Yates, Chairman for Generation NEXT Franchise Brands. “With this announcement, our top-tier locations may begin profiting from the technology, driving repeat business back to their store all the while continuing to improve the experience for their customers. Franchisees can begin servicing the technology they have acquired from us and, most importantly, begin generating revenues. Our shareholders should also see the company recognize significant revenues before fiscal 2018 comes to a close.”

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.