

FOR IMMEDIATE RELEASE:
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Reis & Irvy's Vending Robots introduce Coinbase Commerce to exchange Cryptocurrency into Frozen Yogurt

Reis & Irvy's Frozen Yogurt Vending Robots are the Industry's First to add Crypto Payment Options, making it possible to turn digital funds into delicious frozen yogurt.

SAN DIEGO (March 12, 2018) – [Reis & Irvy's, Inc.](#), a subsidiary franchise concept of [Generation NEXT Franchise Brands, Inc.](#) (OTCB: VEND), announced today that it will be the world's first mainstream vending machine company to accept cryptocurrencies in exchange for a range of delectable frozen yogurt and ice cream consumables. Cryptocurrencies are a new form of tender that only exist digitally and have no central regulating authority. Instead, digital currencies, which rely on cryptography to prevent counterfeiting, use a decentralized system to record transactions and manage the issuance of new units. Over the last year, cryptocurrencies reached mainstream popularity with Bitcoin and continue to be a very hot topic in the media.

The Reis & Irvy's vending robots will be equipped with the capability to accept several types of cryptocurrencies including: Bitcoin (BTC), Bitcoin Cash (BTH), Litecoin (LTC), and Ethereum (ETH). The first Reis & Irvy's robots will arrive at nearly 1000 select locations across the United States this spring and summer.

The user interface on the robots is simple. Customers will experience a colorful and interactive 10-inch iPad touchscreen on which they may place their frozen yogurt and ice cream orders with a variety of flavors and toppings. At the checkout screen, customers will have the option to pay with cash, credit card, Apple Pay, Google Wallet or via crypto payment. After much research and vigorous testing, the Reis & Irvy's development and integration team has devised a solution that will automatically generate a QR code for customers to scan using their Coinbase wallet on their mobile device. This groundbreaking technology further solidifies the Reis & Irvy's franchise brand as true revolutionary in the technology of vending robots. Finally, any of the

estimated 11 million Coinbase customers will have the opportunity to exchange their cryptocurrencies into tasty frozen treats.

“Not only is using the Coinbase app easy and fun, but it is fast,” said Nick Yates, Chairman of Generation NEXT Franchise Brands. “Although it can vary, our initial tests show that the software takes less than 5 seconds to process for Bitcoin Cash and Litecoin transactions. Additionally, these cryptocurrencies boast a low transaction fee of only 3 cents or less. Our preliminary tests show that Bitcoin and Ethereum, which can also be utilized through Coinbase, aren’t processing quick enough at this time and, in our opinion, the fees still seem to categorize themselves as more of asset class than as a currency. Our Reis & Irvy’s franchisees can now capitalize on the new technology, generate more revenue, drive excitement and enhance the customer experience.”

For more information on the revolutionary FroYo Robots or to learn more about how you can own your own Reis & Irvy’s FroYo Robots, please visit us at www.reisandirvys.com, or call toll free 888-902-7558. Follow us on Twitter @Reisnirvys, on Facebook @reinandirvys 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.