

FOR IMMEDIATE RELEASE

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GENERATION NEXT FRANCHISE BRANDS ANNOUNCES REIS & IRVY'S FROYO ROBOTS TO FEATURE FLAVOR BURST SYSTEM

Revolutionary Robotic Frozen Yogurt Vending Machine Will Feature Syrup Injection System, Delivering Multiple Flavor Options for Customers

Tuesday, April 25th, 2017 – Generation NEXT Franchise Brands (OTCB: VEND) announced today that through development and partnership with Indiana-based Flavor Burst, the franchisors flagship concept Reis & Irvy's will feature the addition of a Flavor Burst syrup injection system. The integration of the system into the robotic frozen yogurt vending machines will allow all units to offer multiple flavors to customers at all locations.

The joint effort between the two companies will result in all Reis & Irvy's Froyo Robots showcasing multiple new flavors in addition to a twist option. Operators will now have access to a syrup injection system that will offer a selection of twelve Flavor Burst syrups to choose from and as a result, offer customers four Flavor Burst flavors in addition to vanilla frozen yogurt and a secondary barrel that can be utilized for another core flavor, or the addition of healthy options or promotional flavors. Once a customer chooses their flavor, it is automatically blended with the Reis & Irvy's core vanilla frozen yogurt to create a delicious and creamy frozen treat. This customization will open the door to customer favorites such as Birthday Cake, Blue Raspberry, Cotton Candy and Pistachio.

Nik Wright, Vice President of Operations for Generation NEXT stressed the excitement of the union and its big picture opportunity for growth in the future. "We are thrilled that after months of deliberation, we have finalized, by way of innovative engineering, a brilliant system for our robots to dispense multiple flavors." says Wright. "Our units will now have the ability to provide consumers with multiple flavor options, both traditional and healthy-lifestyle offerings and open up doors to countless potential locations and consumer audiences."

Tom Gerber, President of Flavor Burst expressed excitement for the union as well. "Flavor Burst Company is excited to be partnering with Reis & Irvy's in bringing cutting edge technology and flavor choices to the self-serve frozen dessert industry" said Gerber. "We look forward to changing the landscape of on-demand frozen yogurt together."

For more information on Generation NEXT Franchise Brands or their family of brands, including Reis & Irvy's, Fresh Healthy Vending or 19 Degrees, please visit 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.