

EMBARGOED PENDING MARKET ANNOUNCEMENT AT 6AM EST ON 6/19/2018



FIVE-TIME MAJOR GOLF CHAMPION PHIL MICKELSON AND AGENT STEVE LOY JOIN FORCES WITH ROBOTIC TECH LEADER REIS & IRVY'S TO DISRUPT FOOD RETAIL

The legendary golfer is poised to help define the “unattended retail experience” for the next generation.

SAN DIEGO, CA -- (June 19, 2018) -- Generation NEXT Franchise Brands, Inc. (OTCBB: VEND) announced today that its flagship subsidiary, Reis & Irvy's, has inked a deal with five-time major championship golfer and World Golf Hall of Famer, Phil Mickelson, and his career-long business manager and business partner, Steve Loy, for 30 new Reis & Irvy's locations to be installed throughout San Diego County (where Phil is a native and resides with his family).

Reis & Irvy's-branded signature robot characters of the same name can dispense servings of frozen yogurt, ice cream, gelatos 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.

Phil Mickelson and Steve Loy continue to expand upon their business portfolio with the investment in Reis & Irvy's that is challenging the status quo in food retail by catering to this generation's expectations of immersive, entertaining and on-demand shopping experiences. “We have seen the development of Reis and Irvy's over the last eight months and became intrigued with the advancement and benefits of robotics which enhance the delivery of quality products to the consumer while reducing overhead cost,” said Steve Loy.

“I'm absolutely thrilled to be part of such transformative industry change,” said Mickelson. “I've pushed boundaries my whole career and that mindset carries over into the business world. The energy and passion from the Generation NEXT team to both deliver a quality product and disrupt food retail is exciting.”

Describing “the new arms race in retail,” John Bird of Forbes wrote that “unattended retail storefronts” — with their speed, flexibility and improved customer experience — are the future of retail. Brands like McDonald's are successfully innovating their customer experience and “it will change forever the landscape” of casual dining, with “Gen-Xers, millennials, and successive generations already used to a computer interface for making most of their daily choices.”

With over \$130 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: Franchise Expansion Highlights:

- Since its debut, Reis & Irvy's has grown to over 235 franchisees across the U.S. and represents over 1,100 pending robot installations aggregating over \$45 million, with additional contract commitments for 2,300 robots worth an estimated \$130M in potential future revenues for Generation NEXT Franchise Brands, Inc.
- Reis & Irvy's has strengthened its offerings by teaming up with some of the world's largest manufacturing and logistics partners, including **Dannon YoCream** (www.yocream.com), **Flex, Ltd.** (www.flex.com), **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 national servicing.

Nick Yates, Chairman of Generation NEXT Franchise Brands, Inc., is proud to be associated with such a high-profile athlete-entrepreneur of Mickelson's global stature. "Phil is consistently ranked by ESPN as one of the ten most highly-regarded athletes in the world. Having such a well-respected champion as a stakeholder and franchisee, in our own backyard here in San Diego, is an honor, and a confirmation of our mission to help bring about a dramatic change in food retail," said Yates.

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

Generation NEXT Website:

www.gennextbrands.com

Phil Mickelson's Official Website:

www.philmickelson.com

Media Contact:

Darren Shuster

Generation NEXT Franchise Brands, Inc.

Phone: (818) 744-1851

Email: darren@popculturepr.com

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 Phil Mickelson

Phil Mickelson has been playing professionally since 1992 and is a five-time major champion, which includes three Green Jackets and one title each at the PGA Championship and The Open Championship. He became a member of the World Golf Hall of Fame in 2012, and his 43 PGA TOUR victories rank ninth all time. Mickelson has been inside the top 50 of the Official World Golf Rankings for more than 24 consecutive years, the first player in the sport ever to do so. He has represented the United States 13 consecutive times in the Presidents Cup and has played in 11 consecutive Ryder Cups, both American records. Off the course, Mickelson has a strong commitment to giving back through the Phil and Amy Mickelson Foundation, which was founded in 2004 and focuses its interest primarily on supporting a variety of youth and family initiatives.

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.

#