

FOR IMMEDIATE RELEASE

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GENERATION NEXT FRANCHISE BRANDS ANNOUNCES STRATEGIC PARTNERSHIP WITH LEADING FROZEN YOGURT PRODUCER DANNON YOCREAM FOR REIS & IRVY'S FROZEN YOGURT ROBOTS

The global leader in frozen yogurt production will supply premium frozen yogurt to the revolutionary Froyo Robots, Generation NEXT's flagship franchise concept

January 15th, 2018 - *San Diego, California* – Generation NEXT Franchise Brands, Inc. (OTCB: VEND) has announced today that they have entered into a partnership agreement with global leading frozen yogurt maker Dannon [YoCream](#)[™], in which Dannon will provide a premium frozen yogurt consumable to Generation NEXT's franchise concept, [Reis & Irvy's](#)[®]. The fully-automated robotic vending machines will operate in a variety of high-traffic locations across North America, serving customers seven different flavors of frozen yogurt, a selection of six custom toppings, all at the point of sale and within 60 seconds. Reis & Irvy's plans to have approximately 500 locations operating through pre-sold franchise agreements in the first half of 2018. Generation NEXT Franchise Brands, who recently announced strategic partnerships with both global manufacturer, Flex, Ltd., and worldwide logistics leader, Pitney Bowes, now adds Dannon YoCream to the growing development team, ensuring that its revolutionary Reis & Irvy's Froyo Robots not only deliver premium performance, but premium product as well.

Through the agreement:

- Dannon YoCream will be a primary supplier of all frozen dessert available within the Reis & Irvy's Froyo Robots including a wide assortment of frozen yogurts, sorbets and gelatos.
- The current Reis & Irvy's franchise network, which includes more than 200 operators both nationally and internationally, will have access to Dannon Cream's extensive distribution channels.
- Dannon YoCream frozen yogurts are carefully crafted with real yogurt to contain live and active yogurt cultures, allowing for a higher quality finished product, and bearing the Live and Active Culture Seal from the [National Yogurt Association](#).
- All Dannon YoCream products are OU-D Kosher certified – the world's most recognized and most trusted Kosher symbol.

“Dannon has decades of experience, premium quality and an assortment of consumables that allow us to offer a diverse range of products to our Reis & Irvy's customers,” said Nick Yates, Chairman of Generation Next Franchise Brands. “For over 40 years Dannon has been at the forefront of innovation and on-trend flavor profiles crafted to create memorable customer experiences which is exactly what our robots plan on achieving. We are thrilled to partner with Dannon”.

Dannon YoCream is equally thrilled to be part of the next revolution of the frozen yogurt industry; frozen yogurt from a vending robot.

“Our goal in frozen yogurt is to create a better-for-you indulgence alternative, as part of our mission to bring health through food to as many people as possible,” said Nicolas De Valencia, Senior National Sales Director, Dannon & YoCream Frozen Yogurt, a part of DanoneWave. “With this collaboration, we are excited to spur continued growth and development of the frozen yogurt market by making froyo even more available and engaging.”

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. To learn more about Generation NEXT Franchise Brands or their family of brands, including Reis & Irvy’s, 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.

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 Froyo 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.