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**GENERATION NEXT FRANCHISE BRANDS ANNOUNCES EXCLUSIVE PARTNERSHIP WITH
STOELTING FOODSERVICE TO SUPPLY SOFT SERVE TECHNOLOGY WITHIN
REIS & IRVY'S FROZEN YOGURT ROBOTS**

*Industry-leading Stoelting will provide a customized, US-manufactured soft serve hardware solution,
supported by a nationwide network of technicians*

SAN DIEGO, January 25th, 2018 – Generation NEXT Franchise Brands, Inc. (OTCB: VEND) announced today that it entered into a supply agreement with Wisconsin-based manufacturing company [Stoelting Foodservice](#) (a division of the Vollrath Company, LLC) in which Stoelting will provide premium soft serve technology and a national service network to Generation NEXT's flagship franchise concept, [Reis & Irvy's](#).

The Reis & Irvy's automated robotic vending machines serve customers seven different flavors of frozen yogurt with a selection of six custom toppings, all at the point of sale and within 60 seconds. The patented technology will soon be installed in thousands of high foot traffic locations across the US, Canada, Israel, and Oman.

Generation NEXT, which recently announced a partnership agreement with Dannon [YoCream](#)[™], an exclusive manufacturing partnership with Flex, Ltd., and a partnership with Pitney Bowes for logistics, now adds Stoelting to the foundations behind its revolutionary robotic vending technology. Highlights of the agreement with Stoelting Foodservice are:

- All customized soft serve units will be manufactured in the United States.
- Each robotic unit will be provided to Reis & Irvy's franchisees with the full support of the Stoelting National Service Network.
- All customized soft serve units will come with a 5-year parts warranty, as well as 2-year field warranty that includes on-site labor.
- All Froyo Robots will feature a 12-gallon hopper unit, allowing for 200+ servings.
- All units will be shipped to franchisees stamped by the National Sanitation Foundation (NSF), the Underwriters Laboratories (UL), and the National Automated Merchandising Association (NAMA).
- Stoelting will provide Hydra Rinse, which uses proprietary technology to standardize the cleaning and sanitizing process. The Hydra Rinse system reduces water consumption by 50% and is environmentally friendly, reducing cleaning time by more than 50%.

“When it comes to soft serve, Stoelting has been the constant industry leader. In 1939, their engineering team manufactured the first ever soft serve dispenser for the Home-Made Ice Cream Company (eventually becoming Dairy Queen) thus pioneering a new market and captivating consumers throughout the U.S.,” said Nick Yates, Founder of Generation NEXT Franchise Brands. “Stoelting sees Reis & Irvy's as the next captivating evolution in soft serve distribution, and we see a lot of long-term value in this partnership”

Stoelting Foodservice, a global manufacturer of frozen dessert equipment, shares in the excitement; “This partnership enhances the already developed technology of the Reis & Irvy's Froyo Vending Robot so that full-scale production with Flex Ltd. can begin early 2018,” said Rich Koehl, Executive Vice President, General Manager for Stoelting Foodservice. “We recognize that dependable and reliable soft serve equipment is an

essential element to any successful vending kiosk project and we are excited to be a part of the evolution of this particular technology along with producing the creamiest soft serve for Reis & Irvy's customers who demand the best tasting frozen treats.”

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.

About Stoelting

Stoelting Foodservice, a division of The Vollrath Company, LLC, is an industry leader in frozen dessert equipment, offering a broad and premium line of soft serve, frozen custard, batch and frozen beverage dispensing machines that support a wide range of foodservice venues. For more information about Stoelting, its products, facilities in the US, Europe and Mexico, and the foodservice industries it serves, visit stoeltingfoodservice.com.

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. 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.