



Freshii Inc. Announces Resignation of Chief Financial Officer

4/29/2019

TORONTO, April 29, 2019 (GLOBE NEWSWIRE) -- Freshii Inc. ("Freshii" or the "Company") (TSX: FRII) today announced that Craig De Pratto, Chief Financial Officer, has advised the Company that he will resign from the organization to pursue another opportunity.

Mr. De Pratto joined Freshii in 2014 and has played a central role during a period of rapid growth, including the Company's initial public offering in 2017. "Craig has been an integral part of the Freshii growth story and will continue to be a good friend of the company and our management team," said Matthew Corrin, Founder & Chief Executive Officer. "The Board of Directors and the entire Freshii team join me in thanking Craig for his contributions, commitment and leadership."

Mr. De Pratto will remain with Freshii until May 10th to assist with an orderly transition. The Company will commence a formal search process for a new CFO.

About Freshii

Eat. Energize. That's the Freshii mantra. Freshii is a health and wellness brand on a mission to help citizens of the world live better by making healthy eating convenient and affordable. With a diverse and completely customizable menu of breakfast, soups, salads, wraps, bowls, burritos, frozen yogurt, juices, and smoothies served in an eco-friendly environment, Freshii caters to every taste and dietary preference.

Since opening our first store in 2005, Freshii has grown to 439 stores located across 16 countries and in more than 35 states and provinces in North America as of December 30, 2018. Now, guests can energize with Freshii's menu anywhere from cosmopolitan cities and fitness clubs to sports arenas and airplanes.

Inquire about how to join the Freshii family: <https://freshii.com/us/franchising>.

Learn more about investing in Freshii: <http://ir.freshii.com>.

Learn about the Freshii brand: <https://vimeo.com/195658178>.

Find your nearest Freshii: <http://www.freshii.com>.

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