



NEWS RELEASE

TSX Welcomes Freshii

1/31/2017

Canadian-born global restaurant brand celebrates Toronto Stock Exchange listing with market open ceremony

January 31, 2017 (TORONTO) – Toronto Stock Exchange (TSX) today welcomes Freshii Inc. (Freshii) to Canada's leading equities exchange. Freshii, the global leader in the health-casual restaurant business, will begin trading on TSX this morning under the symbol TSX:FRIL.

"The unprecedented success of Freshii here in Canada and around the world is a testament to the power of innovative thinking and entrepreneurial spirit. We are honoured Freshii has chosen Toronto Stock Exchange as its listing partner and look forward to supporting them as they embark on their next stage of growth," said Nick Thadaney, President & CEO, Global Equity Capital Markets, TMX Group. "As Canada's markets, we are proud to be the premier listings destination for companies in all sectors and of all sizes to raise capital and fuel their continued success."

Freshii Founder & CEO Matthew Corrin shares his excitement for the brand's next phase of growth as it lists on TSX. He says, "Today I welcome a new group of shareholders to continue to drive our mission forward and together change the way the world eats. As we go public, we are excited about the earnings potential of our company. The IPO is not the finish line for us. It's just the starting line. We are in the earliest days of what I see possible for the Freshii brand. Over the next few years we are going to double our restaurant count, and I believe we will continue to be one of the most compelling growth stories and stocks in North America. As the Founder and CEO, I am all in to

reach those goals. That's why for me, it's Freshii forever."

In 2005, Mr. Corrin opened the first Freshii restaurant in Toronto. Since then, Freshii, which offers a diverse and completely customizable menu and makes clean eating approachable and flavourful, has opened hundreds of restaurants in cities and countries around the world. To celebrate the listing, Mr. Corrin along with his parents and initial investors will join Mr. Thadaney to open the market today at 9:30 a.m. ET.

TSX and TSX Venture Exchange are home to 127 consumer products & services issuers with a combined market capitalization of \$303 billion, as of December 31, 2016.

For Market Openings: Media may pick up a feed from the TOC (television operations centre) for all market open ceremonies. The feed is named TSX Transmit 1 (SD-SDI) and is produced at the TMX Broadcast Centre and sent live to the TOC. The client moves into position for the market open ceremony at approximately 9:27 a.m. ET and the markets will open with the sound of a siren (the traditional market open on Toronto Stock Exchange) at 9:30 a.m. ET.

About TMX Group (TSX: X)

TMX Group's key subsidiaries operate cash and derivative markets and clearinghouses for multiple asset classes including equities, fixed income and energy. **Toronto Stock Exchange, TSX Venture Exchange, TSX Alpha Exchange, The Canadian Depository for Securities, Montréal Exchange, Canadian Derivatives Clearing Corporation, NGX, Shorcan, Shorcan Energy Brokers, AgriClear** and other TMX Group companies provide listing markets, trading markets, clearing facilities, depository services, data products and other services to the global financial community. TMX Group is headquartered in Toronto and operates offices across Canada (Montréal, Calgary and Vancouver), in key U.S. markets (New York, Houston) as well as in London, Beijing and Singapore. For more information about TMX Group, visit our website at www.tmx.com. Follow TMX Group on Twitter: **@TMXGroup**.

About Freshii

Eat. Energize. That's the Freshii mantra. Freshii is a health-casual restaurant brand that serves fresh food designed to energize people on the go. 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 it was founded in 2005, Freshii has opened hundreds of restaurants in cities and countries around the world. Freshii can be found in all location types from cosmopolitan cities, college campuses, suburban neighborhoods and malls to fitness clubs, airports and small towns.

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

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

Keep in touch with Freshii on Facebook: <https://www.facebook.com/freshii>.

Follow Freshii on Twitter and Instagram: @freshii.

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

For more information please contact:

Catherine Kee

Manager, Corporate Communications

TMX Group

416-814-8834

catherine.kee@tmx.com

This news release is not, and should not be construed as, an invitation to purchase securities listed on TSX. TMX Group and its affiliates do not endorse or recommend any of the referenced securities nor should any statement in this news release be construed as advice regarding a broad investment strategy. Listing on TSX does not guarantee the future performance of a security. Please seek professional advice to evaluate specific securities.