



For Immediate Release

Media Contact:

Samantha Lutz, Havas Formula
(212) 219-0321 / lutz@formulapr.com

PAX LABS, INC. INTRODUCES REVOLUTIONARY TECHNOLOGIES WITH POWERFUL E-CIGARETTE JUUL

*New Premium Product JUUL Delivers a Simple, Smart, Satisfying Vapor Experience that
Represents an Industry Breakthrough*

San Francisco, CA (April 21, 2015) – [PAX Labs, Inc.](#), leaders in reinventing the smoking experience with innovative, premium vaporizers, today announced the release of its highly anticipated technology breakthrough: JUUL. With liquid-nicotine cartridges available in four robust flavors, powered by proprietary technology, JUUL is now the only simple, smart, and intensely satisfying closed-system vapor experience that delivers the right nicotine strength and vapor quality to provide a powerful and smooth experience.

Unlike other e-liquids, JUUL is the only e-cigarette that uses nicotine salts found in leaf tobacco, rather than free-base nicotine, as its core ingredient. Offering a powerfully satisfying vapor experience and a first-of-its-kind form factor, JUUL combines beauty and intelligent design – the hallmarks of PAX Labs – with new chemistry and patented technology to create a unique satisfying experience for adult smokers.

“There is a huge, unsatisfied demand for a product like JUUL,” said James Monsees, cofounder and CEO of PAX Labs, Inc. “The most conservative estimate is that 60 percent of smokers have tried e-cigs. That’s more than 24 million smokers; however, only about 2.4 million became regular e-cig users, as most consumers returned to combustibles. That’s a huge gulf between what consumers want and what the industry has been able to offer, until now. JUUL is the product that smokers want. Smokers will try it and keep it, because it delivers the satisfaction they demand.”

“Since launching PAX Labs, Inc. in 2007, our innovative and powerful vaporization products have consistently exceeded consumer expectation in the category and have quickly become market-leading brands,” Mr. Monsees continued. “Packaged in sleek, stylish hardware that is convenient and practical, JUUL represents a major step change in this new and constantly evolving industry.”

JUUL features:

- Uses liquid-to-wick cartridge system
- Small battery with a high discharge rate – 200 puffs per day
- Internal temperature regulation
- Ease of use: simply insert JUULpod into JUUL and draw
- Battery charges two times faster than the average e-cigarette
- Indicator light communicates battery life and pull strength
- Unrivaled patented technology
- USB charger with magnetic contact
- Available in four flavors: tabaac, miint, fruit, bruulé



JUUL will be available for purchase in June 2015 at select stores nationwide and online at www.JUULvapor.com. The JUUL starter kit, which includes a device, one of each JUULpod and a USB charger, retails for \$49.99; each JUULpod 4-pack retails for \$15.99.

About PAX Labs, Inc.

Founded in 2007 by two Stanford Design Program Masters program graduates, PAX Labs was developed with the mission of making beautiful and technologically advanced vapor products for adult smokers. Headquartered in San Francisco, the vaporization technology company is leading the reinvention of the smoking experience with their innovative, premium vaporizers, PAX 2, the second generation of its popular PAX product line, and JUUL, a game-changing new product in the e-cigarette category and winner of the 2014 International Design Awards. For more information, please visit www.PAX.com

###