



PAX Labs, Inc. Media Contact:

Havas Formula

619-234-0345 / PAXLabs@HavasFormula.com

**PAX Labs Extends Market Leadership with New Platform and Flagship Product
as Vaporization Market Growth Continues to Accelerate**
Heavy Investment in R&D Ushers in Expanded PAX Portfolio

San Francisco (Sept. 22, 2016) – [PAX Labs, Inc.](#), a leader in reinventing the smoking experience, today announced [PAX Era](#), a new vapor platform for concentrates, and [PAX 3](#), the latest version of the company's award-winning premium vaporizer with over one million units sold to date. The Era and PAX 3 launches further cement PAX Labs' position as the market leader in providing premium vapor experiences. With these two new products, consumers can now enjoy the PAX experience across different types of consumable materials, from loose-leaf to concentrates. The vaporization technology company also announced the release of the PAX Vapor app, which ensures compatible devices provide the smartest, most customizable experiences.

Leveraging the latest technological developments from PAX Labs' highly regarded R&D and product development teams and a \$46.7 million Series-C funding in early 2015, PAX Era and PAX 3 provide radically improved vapor experiences amidst rapid industry expansion. The vaporization category is undergoing significant growth across multiple categories, with much of this being fueled by new technologies, according to a report from Ackrell-Capital. With its unmatched and proprietary heat-not-burn technology, superior functionality and performance, and relentless commitment to design, PAX Labs continues to be at the forefront of growth in the vaporization category.

"The lifeblood of a technology company is innovation. The development of the entirely new Era platform and PAX 3 device are the result of tens of millions of dollars of investment spent on R&D over the last few years," according to PAX Labs CEO, Tyler Goldman. "But dollars are not enough. It takes great engineers and an unrelenting commitment to consumer experience. We've sold over one million PAX vaporizers, and we're already selling over one million JUULpods a month for our recently launched e-cigarette product, JUUL. I'm confident that we will find an equally high level of consumer demand for the latest additions to our product portfolio."

PAX Era

Years in development, PAX Era is the first high-quality, easy-to-use, temperature-controlled portable oil vaporizer. Common "pen" products have become ubiquitous in the oil market, but to date have significantly limited the quality of oil experiences available to consumers. Era raises the bar, delivering PAX Labs' premium product features to concentrate consumers for the first time. It is the sleekest, most technologically advanced vaporizer for herbal extracts. PAX Era is compact, slender, lightweight, and features PAX's distinctive anodized aluminum shell, full color LED interface, and gestural controls.

Heat control technology in PAX Era Pods provides superior flavor and consistent vapor quality, and Pods are engineered to prevent leaking and clogging. Era Pods, built from food grade polycarbonate, feature PAX's proprietary SimpleClick design, allowing consumers to quickly and easily change between pod varieties

without screwing in threaded cartridges. The PAX Era device is compatible only with Era Pods, which are sold separately.

PAX Era is Bluetooth® enabled, allowing consumers to connect to the new PAX Vapor app. Through the app, consumers can customize flavor and vapor volume by setting precise temperatures, down to a single degree, on their Era devices. Consumers can also customize LED color themes, access interactive games, and lock their device. The PAX Vapor app provides over-the-air firmware updates to make Era and other Bluetooth® enabled PAX devices smarter over time. Additional features will be released later this year. The PAX Vapor app will be available for download in the Apple and Google Play stores on September 29.

Backed by a one-year warranty and best-in-category customer support and service, PAX Era retails for \$59.99. The device will be available for purchase on September 29 on PAXvapor.com and at specialty retail locations initially in California and Colorado.

PAX 3

Representing a milestone evolution of the company's category-defining flagship product, PAX 3 is a dual-use vaporizer for loose-leaf and concentrate materials. PAX 3 offers rapid selection between three different, easily changed ovens: a full-size oven, a half-pack oven and a new concentrate oven. PAX 3's new heating system provides double the power of PAX 2, delivering a smooth, consistent vapor in as little as 15 seconds, with instant subsequent vapor delivery. Also new to PAX 3, haptic feedback indicates when vapor is ready, when the device enters standby mode, and when it's turned off.

This third-generation device retains distinctive features of the category-defining PAX devices, including an internal accelerometer for energy and material saving features, intuitive gestural control, proprietary lip-sensing technology for further flavor optimization, and a full-color LED interface to indicate temperature, battery life and more.

As with PAX Era, PAX 3 is compatible with the PAX Vapor app, enabling consumers to further customize their device. Additional app features available for PAX 3 include dynamic modes: pre-designed vapor experiences for distinct occasions that optimize temperature settings, vapor production and LED brightness.

PAX 3 is designed with a mirror-polished anodized aluminum shell and comes in Black, Gold, Silver and limited edition Rose Gold. PAX 3 is meticulously engineered with the highest quality materials and components and comes with a 10-year warranty with ongoing customer support and service. PAX 3 retails for \$274.99 and will be live on PAXvapor.com in mid-October. Please see [store locator](#) for retail availability.

For more information about PAX Labs, Inc. and its vaporizer product portfolio, visit www.PAXvapor.com.

About PAX Labs, Inc.

PAX Labs is making smoking obsolete. Founded in 2007 by two Stanford graduates, the company is a leader in portable heat-not-burn, vaporization technology. Headquartered in San Francisco, PAX Labs has revolutionized the smoking industry by offering new, heat-non-burn experiences under the PAX and JUUL brands. With technology innovation and product design at the forefront, PAX Labs has sold over one million PAX devices in the loose leaf vaporizer category and JUUL is the number two selling U.S.-based independent e-cigarette. Drawing on the successful business and technology design of JUUL, PAX Era, a seamless extract pod system for extracts, was introduced in September 2016.

PAX and JUUL have received standout reviews from leading media outlets and were both winners of the 2016 iF DESIGN AWARD. For more information, please visit PAXvapor.com and JUULvapor.com.