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BALLANTYNE BRANDS JOINS FORCES WITH THE VAPOR TECHNOLOGY ASSOCIATION

WASHINGTON, DC – Today, Ballantyne Brands announced it would join forces with the Vapor Technology Association (VTA) to advocate the vapor technology and e-cigarette industry in Washington, D.C. and across the country. Ballantyne Brands is the parent company of Mistic Electronic Cigarettes, a conscious-minded brand of high-quality vapor products that are sold in approximately 70,000 retail outlets across the country.

“We have chosen to join VTA because of the thought leadership and strategy that they are demonstrating in protecting the vapor industry as a whole. We at Ballantyne Brands are reaffirming our commitment to the vapor industry and the customers we serve,” said John J. Wiesehan, Jr., CEO of Ballantyne Brands. “Together we will use our resources to always press for reasonable and fair regulation that will allow for continued innovation and push for passage of the Cole-Bishop Amendment, legislation that offers a lifeline for the vapor industry while providing responsible regulation of vapor products as the new technology that they are rather than the tobacco products that they are not.”

“Ballantyne is a leading brand in the vapor technology industry, and their commitment to producing quality products for adult consumers makes them a perfect fit for VTA,” said Tony Abboud, VTA’s National Legislative Director. “We are at a make or break point in our industry right now, and Ballantyne Brands will be pivotal in our effort to replace the FDA’s misguided deeming with regulations that make sense.”

Bringing a fresh perspective to the industry and the policies that impact it, VTA serves as the advocate for leaders in the vapor community who not only continue to develop new technologies for the benefit of public health, but also promote small businesses and job growth, responsible public policies and regulations, and a high standard of safety within the industry.

For more on Ballantyne brands, visit: www.misticecigs.com. To learn more about the Vapor Technology Association (VTA), visit www.vaportechnology.org.

About Mystic

Mistic[®] E-Cigs is an independent manufacturer of high-quality vapor products, primarily sold through brick-and-mortar retail channels under the direction of its parent company, Ballantyne Brands. The company's Mystic brand of rechargeable and non-rechargeable e-cigarettes, including the Mystic Bridge[™], as well as its HAUS[™] line of vapor products, such as the HAUS[™] Personal Vaporizer by Mystic and HAUS[™] e-liquids, are sold in 70,000 retail outlets and wholesalers across the U.S., including Walmart, Walgreens, Dollar General, Hess, Speedway, Family Dollar, Winn Dixie/Bi-Lo and Food Lion, McLane Company, Coremark, and Nash Finch. The company produces all of its e-liquid in the U.S., including the bottling and filling of its HAUS branded e-liquid bottles, as well as the filling and assembly of Mystic refill cartridges and starter packs.

For more information on the company, visit www.misticecigs.com and www.HAUSvape.com, follow on Twitter [@MisticEcig](https://twitter.com/MisticEcig) and [@HAUSpv](https://twitter.com/HAUSpv), watch on [YouTube](https://www.youtube.com), or like on Facebook at [MisticElectronicCigarettes](https://www.facebook.com/MisticElectronicCigarettes) and [HAUS](https://www.facebook.com/HAUS).

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