



ARCADE BEAUTY
A CENTURY OF DISCOVERIES



FOR IMMEDIATE RELEASE

ARCADE BEAUTY AND EASYSNAP ANNOUNCE STRATEGIC PARTNERSHIP

NEW YORK, NY – October 19, 2015 – Arcade Beauty, a global company engaged in the development, marketing, sale and production of multi-sensory and interactive sampling solutions, and Easysnap Technology S.r.l. (“Easysnap”), creator of the patented one-hand opening and dispensing unit dose are pleased to announce a new strategic partnership.

Arcade Beauty has purchased 30% of Easysnap’s outstanding shares and has initially acquired several production lines that will be placed in Arcade Beauty production facilities, on a worldwide basis, to better serve customers in the cosmetic and beauty segments.

The transaction also includes certain commercial and manufacturing arrangements related to cosmetic and beauty sampling.

This agreement will allow both partners to expand their market position and work together to broadly market Easysnap’s one-handed unit dose sampling system worldwide and capitalize on its patented and proprietary technologies.

Serge Jureidini, President & CEO of Arcade Beauty, commented, “We are delighted to announce this strategic partnership with Easysnap and look forward to working closely with its co-founders Christian Burattini and Andrea Taglini. Arcade Beauty continues to invest in new technologies and is committed to research and development as we strive to bring innovation to the marketplace and to better serve our customers. We look forward to the many possibilities this strategic partnership brings.”

Christian Burattini and Andrea Taglini, Easysnap’s co-founders, added, “We are extremely pleased to be joining forces with Arcade Beauty to fully develop the market for the patented one-hand opening and dispensing unit dose. This is a significant milestone for Easysnap and we are excited to expand our brand in the marketplace as well as continue to develop our patented and innovative proprietary technologies.”



ARCADE BEAUTY
A CENTURY OF DISCOVERIES



About Arcade Beauty

Arcade Beauty is a global company engaged in the development, marketing, sale and production of multi-sensory and interactive sampling and discovery solutions, as well as specialized packaging, primarily for the fragrance, beauty and personal care segments. The Company was formed in September 2014 via the merger of Arcade Marketing and Bioplan, two prominent sample packaging businesses based in New York and Paris, respectively.

About Easysnap

Easysnap Technology S.r.l. is an entrepreneurial, innovative company that develops specialized systems for the one hand opening and dispensing unit dose for the cosmetic, pharmaceutical and food segments using its patented technology and proprietary machinery application processes. The Company was formed in 2003 and has its headquarters and production facility in Bologna, Italy.

Investor and Press Contacts:

Arcade Beauty: Brian Hartman + 1 212 603 5605

Easysnap: Andrea Taglini + 39 051 6810804