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Media Alert: IT'SUGAR Launches Exclusive New “Stranger Things” Confectionary Line

The Cheeky, Indulgent, and Humorous Retailer Created A Product Line Based On The Netflix Original Series “Stranger Things”



DEERFIELD BEACH, Fla., Oct. 11, 2018 (GLOBE NEWSWIRE) -- [IT'SUGAR](#), one of the largest specialty candy retailers in the world, with over 100 retail locations, has created an exclusive Stranger Things confectionary line. The all-new collection incorporates key themes from the Netflix show “Stranger Things,” such as Gummy Waffles, Missing Barb Malted Milk Ball Carton, Edible Slime from the Upside-Down, and a Pollywog Gummy! In addition, IT'SUGAR will carry Stranger Things t-shirts, board games, pins, and other souvenirs from the series. The Stranger Things product line launched at IT'SUGAR stores October 4, 2018.

Stranger Things is an Emmy-nominated Netflix Original Series. The series, set in the early 80's, pays homage to the decade's pop culture and sci-fi cult classics.

“We are ecstatic to partner with Netflix on this unique collection,” said Jeff Rubin, Founder and CEO of IT'SUGAR. “Our brand's ability to create immersive in-store experiences allows us to bring the Stranger Things universe to life through candy. We think fans of the series will love indulging in our new line.”

“Our Stranger Things product line is just another example of how the IT'SUGAR confection brand remains relevant to the American culture and we are committed to making it available through as many fun and entertaining items as possible,” said Jarett Levan, President of BBX Capital.

IT'SUGAR is a member of BBX Capital Corporation's (NYSE: BBX) family of companies and a subsidiary of BBX Sweet Holdings, LLC.

About IT'SUGAR

Founded by candy veteran Jeff Rubin in 2006, this sweet experiential retail environment has become the largest specialty candy retailer in the world. The IT'SUGAR Empire consists of over 100 retail locations in U.S. hotspots such as New York, Las Vegas, Los Angeles, San

Francisco, Miami, Dallas, Houston, and Chicago. Known for their absurdly wonderful sugar innovations that celebrate lighthearted rebellion, IT'SUGAR aspires to a future where everyone has access to the pure joy that comes from indulging in a world with fewer rules and more sugar. For additional information, please visit <https://itsugar.com/>

About BBX Capital Corporation

BBX Capital Corporation (NYSE: BBX) (OTCQX: BBXTB), is a Florida-based diversified holding company whose activities include its 90 percent ownership interest in Bluegreen Vacations Corporation (NYSE: BXG) as well as its real estate and middle market divisions which includes its ownership interest of IT'SUGAR. For additional information, please visit www.BBXCcapital.com.

About Netflix

Netflix is the world's leading internet entertainment service with 130 million memberships in over 190 countries enjoying TV series, documentaries and feature films across a wide variety of genres and languages. Members can watch as much as they want, anytime, anywhere, on any internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.

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This press release contains forward-looking statements that involve a number of risks and uncertainties. All opinions, forecasts, projections, future plans or other statements, other than statements of historical fact, are forward-looking statements. The forward-looking statements in this press release are also forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended (the "Securities Act"), and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), and involve substantial risks and uncertainties. We can give no assurance that such expectations will prove to be correct. Future results could differ materially as a result of a variety of risks and uncertainties, many of which are outside of the control of management. Risks and uncertainties include, without limitation, the risks and uncertainties affecting the specialty candy retail industry in which IT'SUGAR operates; and the risks that IT'SUGAR's growth strategies or its newly launched "Stranger Things" confectionary line may not achieve the returns anticipated or may not be profitable. In addition to the risks and factors identified above, reference is also made to other risks and factors detailed in reports filed by the Company with the Securities and Exchange Commission, which are available in the Company's Quarterly Report on Form 10-Q for the quarter ended June 30, 2018, and its Annual Report on Form 10-K for the year ended December 31, 2017, which may be viewed on the SEC's website, www.sec.gov, or on BBX Capital's website, www.BBXCcapital.com. BBX Capital cautions that the foregoing factors are not exclusive.

Source: BBX Capital Corporation