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Dryel Deploys National Ad Campaign on Provision's 3D, Holographic Media Network

Dryel Utilizes Provision's Retail Network to Boost Coupon Redemption and In-Store Sales

CHATSWORTH, Calif., March 13, 2018 (GLOBE NEWSWIRE) -- [Provision Interactive Technologies, Inc.](#) ("Provision"), a subsidiary of Provision Holding, Inc. (OTCQB:PVHO), announced today that Dryel, an at-home dry cleaner, is running a national media campaign on the Provision media network to increase purchases at point-of-sale. The campaign will run for 90 days.

Provision's patented and award-winning 3D holographic display and 2D interactive touch screens are deployed at retailers nationwide, including through Coinstar kiosks at leading grocers. Consumers are able to access product information, promotions, rewards and coupons through the displays.

"The Provision media network enables Dryel to influence the consumer right in-store, enticing them with a 3D display and then offering a coupon for significant savings," said Provision's Chief Operating Officer, Curt Thornton. "We have proven that brands that leverage our network experience significantly higher than average coupon redemption rates and strong return on investment."

"We were struck by the innovation of the Provision 3D holographic displays and believe it will enable Dryel to stand out in the retail environment," said Laura Ibarra, Marketing Manager, Dryel. "We look forward to engaging our customers in a new way, while simultaneously supporting the exciting new package launch of our upgraded at-home dry cleaning product."

Provision's patented and award-winning media network is currently available in hundreds of retailers across the U.S. A recent [case study](#) identified that the average rate of redemption for coupons generated by Provision was 17.4 percent. This is an extraordinary redemption rate when measured against the published national average coupon redemption rate of 1.2 percent.

About Dryel

Dryel is an at-home dry cleaner that uses steam to safely and thoroughly clean and restore clothes with no harsh chemicals. It is the ONLY at-home dry cleaner with a patented Fabric Protection Bag to harness the power of steam, and it out-cleans other brands, guaranteed!

The Starter Kit cleans up to 20 garments and the Refill Kit cleans up to 40 garments for a fraction of the cost of dry cleaning. It works in just minutes in the convenience of your dryer and is safe for most dry clean only, special care, and hard to clean garments – even wool, cashmere, silk and rayon.

Dryel is excited to announce a sleek new package design and free stain pen in every kit for 2018!

About Provision Interactive Technologies, Inc.

Provision Interactive Technologies, Inc., a subsidiary of Provision Holding, Inc. (OTCQB:PVHO), is the leading developer of intelligent, interactive 3D holographic display technologies, software, and integrated solutions used primarily in retail settings. Provision's 3D advertising displays are designed to increase in-store engagement, coupon redemption and point-of-purchase activity.

Provision's 3D holographic display systems represent a revolutionary technology that project full color, high-resolution videos into space detached from the screen, without the need for special glasses. Provision holds more than 10 patents related to its 3D holographic technology, for both consumer and commercial applications. For more information, visit www.provision.tv.

Forward-Looking Statements

This press release contains projections of future results and other forward-looking statements that involve a number of risks and uncertainties. Important factors that may cause actual results and outcomes to differ materially from those contained in the projections and forward-looking statements included in this press release are described in our publicly filed reports. Factors that could cause these differences include, but are not limited to, the acceptance of our products, lack of revenue growth, failure to realize profitability, inability to raise capital and market conditions that negatively affect the market price of our common stock. The Company disclaims any responsibility to update any forward-looking statements unless legally required.

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