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RYU Apparel Announces Shares for Debt Transaction

Vancouver, BC – April 19, 2016 – RYU Apparel Inc. (TSX VENTURE: RYU & Frankfurt Stock Exchange: RYA), a global, tailored technical apparel and accessories brand engineered for the fitness, training and performance of the multi-discipline athlete, announces its intention to settle debt in the amount of $569,948 owed by the Company in exchange for the issuance of 2,279,794 common shares at a deemed price of $0.25 per share. The proposed debt settlement is subject to the approval of the TSX Venture Exchange and entry into debt settlement agreements with the creditors.

For regular updates on RYU Apparel visit: http://ryu.com

About RYU
RYU Apparel Inc. is a global, tailored technical apparel and accessories brand engineered for the fitness, training and performance of the multi-discipline athlete. Designed without compromise, RYU exists to facilitate human performance. For more information, visit: http://ryu.com

On Behalf of the Board

RYU APPAREL INC.
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This news release contains forward-looking information that involve various risks and uncertainties regarding future events. Such forward-looking information can include without limitation statements based on current expectations involving a number of risks and uncertainties and are not guarantees of future performance of RYU, such as statements regarding the proposed shares for debt transaction and Exchange approval thereof. There are numerous risks and uncertainties that could cause actual results and RYU's plans and objectives to differ materially from those expressed in the forward-looking information, including: (i) adverse market conditions; (ii) the inability of RYU to close the shares for debt transaction; or (iii) the Exchange not approving the shares for debt transaction. Actual results and future events could differ materially from those anticipated in such information. These and all subsequent written and oral forward-looking information are based on estimates and opinions of management on the dates they are made and are expressly qualified in their entirety by this notice. Except as required by law, RYU does not intend to update these forward-looking statements.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.