

RYU Apparel announces relationship with Vancouver-Based Yyoga

RYU expands connections in fitness community with new retail channel

Vancouver, Nov. 10, 2016 – RYU Apparel Inc. (TSX VENTURE: RYU & Frankfurt Stock Exchange: RYA), creator of “tailored innovation for the urban athlete”, is pleased to announce a new relationship with Vancouver-based fitness brand Yyoga.

This new relationship with the prestigious Yyoga fitness chain allows RYU to sell and promote RYU apparel to its tens of thousands of members at its various locations.

“We are so pleased to be aligned with such an established organization such as Yyoga” said Marcello Leone, CEO and President of RYU. “We have always admired and respected their management, staff and trainers and are happy that their members can experience the RYU brand at their facilities”

Yyoga is a community of yoga studio and lifestyle centres dedicated to supporting people in their commitment to whole health. The Vancouver-based yoga and wellness company is the largest corporately owned yoga company in Canada, currently operating 13 studios in Vancouver, Richmond, Burnaby, North Vancouver, Whistler and Toronto.

RYU apparel is currently available in select Yyoga locations

About RYU

Respect Your Universe is tailored innovation for the urban athlete. Designed without compromise, RYU engineers apparel and accessories for the fitness and training of the multi-discipline athlete. Created for athletes by athletes, RYU exists to facilitate human performance. For more information, visit: <http://ryu.com>

On Behalf of the Board

RYU APPAREL INC.

“Marcello Leone”

Marcello Leone, CEO, President and Chairman of the Board

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RYU Apparel Inc.

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