

RYU Apparel Announces \$5 Million Private Placement

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VANCOUVER, Nov. 20, 2017 /CNW/ - RYU Apparel Inc. (TSX VENTURE: RYU & Frankfurt Stock Exchange: RYA) ("**RYU**" or the "**Company**"), creator of urban athletic apparel, is pleased to announce it intends to undertake a non-brokered private placement financing (the "**Financing**") of up to 55,555,556 units (the "**Units**") at a price of \$0.09 per Unit for gross proceeds of up to \$5,000,000. Each Unit consists of one common share and one transferable common share purchase warrant (each, a "**Warrant**"). Each Warrant entitles the holder to purchase one additional common share at a price of \$0.20 per common share for a period of five years from the closing of the Financing. The Company intends to close the Financing in tranches.

Completion of the Financing is subject to a number of conditions, including, without limitation, receipt of all regulatory approvals, including approval of the TSX Venture Exchange (the "**Exchange**").

None of the securities issued in the Financing will be registered under the *United States Securities Act of 1933*, as amended (the "**1933 Act**"), and none of them may be offered or sold in the United States absent registration or an applicable exemption from the registration requirements of the 1933 Act. This press release shall not constitute an offer to sell or a solicitation of an offer to buy nor shall there be any sale of the securities in any state where such offer, solicitation, or sale would be unlawful.

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

About RYU

Respect Your Universe is an award winning urban athletic apparel and accessories brand. Designed without compromise for fit, comfort, and durability, 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

Tel: 604-235-2880

This press release contains forward-looking information that involves 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 that RYU intends to undertake the Financing. 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 complete the Financing at all or on the terms announced; or (iii) the Exchange not approving the Financing. 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 Inc. nor its Regulation Service Provider (as that term is defined in the policies of the TSX Venture Exchange Inc.) accepts responsibility for the adequacy or accuracy of this press release.

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CO: RYU Apparel Inc.

CNW 10:00e 20-NOV-17