

EMERGE Brand, BattlBox Launches in Canada

TORONTO, April 19, 2022 /CNW/ - [EMERGE Commerce Ltd.](#) (TSXV: ECOM) ("**EMERGE**" or the "**Company**") a diversified acquirer and operator of niche e-commerce brands, today announced its wholly owned brand BattlBox, LLC ("BattlBox"), a market-leading, outdoor gear subscription business based in the U.S., has now officially launched in Canada.

"We are excited to be able to officially offer our BattlBox subscriptions in Canada. Being able to deliver the needed gear to support an outdoor adventurer is at the heart of our mission, and we are delighted to offer BattlBox subscriptions to our neighbors in the north, just in time for summer," commented **John Roman, BattlBox Group CEO**.

BattlBox (www.battlbox.com) is now offering all [four subscription levels](#), nationwide across Canada. BattlBox's packages range from the Basic Box for beginners, to the Pro Plus for the professional outdoorsman and true enthusiast.

"Battlbox has a compelling track record of cost-effectively scaling their business in the U.S. and now as an EMERGE brand, they will have access to our extensive Canadian audience across the portfolio. Over time, BattlBox will be able to leverage our local warehouse assets for fulfilment, among other shared services available to them," said **Ghassan Halazon, founder and CEO of EMERGE**, BattlBox's parent company.

In addition to promoting the service to EMERGE's existing member base in Canada, BattlBox expects to continue to make a strong marketing push through the emerging social network, Tik Tok, where the brand has amassed in excess of 3 million likes, along with 393,000 followers, and expects to continue to receive brand awareness through the Netflix show, Southern Survival, where it was featured.

About EMERGE

[EMERGE Commerce Ltd.](#) (TSXV: ECOM) is a disciplined, diversified, rapidly growing acquirer and operator of profitable niche e-commerce brands. EMERGE's subscription and marketplace e-commerce properties provide their members with access to pet products, premium meat & groceries, outdoor gear, golf, and other curated experiences. Emerge's portfolio houses some of North America's most coveted online destinations including WholesalePet.com, truLOCAL.ca, BattlBox.com, UnderPar.com, JustGolfStuff.ca, CarnivoreClub.co, WagJag.com, and BeRightBack.ca. EMERGE was named one of the fastest-growing companies in Canada by the Startup 50, and the Globe and Mail's 2020 Canada's Top Growing Companies.

To learn more about EMERGE, visit <https://www.emerge-brands.com/>

Follow EMERGE:

[LinkedIn](#) | [Twitter](#) | [Instagram](#) | [Facebook](#)

About BattlBox Group:

Founded in February 2015, BattlBox was 'first to market' offering outdoor, camping, and survival gear in a subscription box format. Every month, the BattlBox team delivers an expertly curated surprise box to their customers with the latest high-quality gear from both established and up-and-coming brands. Their leadership in the outdoor space led to their Netflix Original series "Southern Survival" which premiered in 2020.

To learn more, visit www.battlbox.com

Cautionary notice

Neither 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.

Notice regarding forward-looking statements

This press release may contain certain forward-looking information and statements ("forward-looking information") within the meaning of applicable Canadian securities legislation, that are not based on historical fact, including without limitation statements containing the words "believes", "anticipates", "plans", "intends", "will", "should", "expects", "continue", "estimate", "forecasts" and other similar expressions. Readers are cautioned to not place undue reliance on forward-looking information. Actual results and developments may differ materially from those contemplated by these statements. The Company undertakes no obligation to comment on analyses, expectations or statements made by third-parties in respect of the Company, its securities, or financial or operating results (as applicable). Although the Company believes that the expectations reflected in forward-looking information in this press release are reasonable, such forward-looking information has been based on expectations, factors and assumptions concerning future events which may prove to be inaccurate and are subject to numerous risks and uncertainties, certain of which are beyond the Company's control, including the risk factors discussed in the Company's annual information form, which are available through SEDAR at www.sedar.com. The forward-looking information contained in this press release are expressly qualified by this cautionary statement and are made as of the date hereof. The Company disclaims any intention and has no obligation or responsibility, except as required by law, to update or revise any forward-looking information, whether as a result of new information, future events or otherwise.

SOURCE EMERGE Commerce Ltd.

 View original content: <http://www.newswire.ca/en/releases/archive/April2022/19/c6246.html>

%SEDAR: 00044344E

For further information: James Bowen, CFA, EMERGE Commerce Ltd., 416-519-9442, investor@emerge-brands.com

CO: EMERGE Commerce Ltd.

CNW 07:00e 19-APR-22