



RESPECT YOUR UNIVERSE

RYU Registers RYU Trade-mark in China and Announces Grant of RSUs

Vancouver, British Columbia – October 30, 2018 – [RYU Apparel Inc.](#) (TSX VENTURE: RYU.V, OTCQB: RYPPF) (“**RYU**” or the “**Company**”), creator of urban athletic apparel, is pleased to announce that the RYU trade-mark and design has been accepted for registration at the Chinese Trade-mark Office (the “**CTO**”). RYU has similar trade-mark applications and registrations in Canada, China, Hong Kong, Macau and the United States.

The Company continues to invest in establishing and protecting its intellectual property, including its trademarks, to safeguard the growing value and competitive positioning of the RYU brand and product innovation.

RSU grant:

The Company announces that it has granted 197,000 Restricted Share Units (each, an “**RSU**”) to certain non-IR consultants and employees, pursuant to its Long-Term Performance Incentive Plan. The RSUs will vest in twelve months from their vesting start dates.

Investor relations programs:

The Company announces that, subject to approval from the TSX Venture Exchange (the “**Exchange**”), the Company seeks to engage Streetwise Investors Club Inc. (“**Streetwise**”) for investor relations services to act as an outsourced financial market consultant to the Company for a period of 12 months from the approval thereof. The services are anticipated to include investor presentations, presentation videos, internet marketing, performance coaching and research reports. In consideration for the investor relations services, the Company has agreed to pay a monthly cash fee in the amount of \$3,900 plus applicable taxes. The Company also announces it has entered into an amendment agreement with Native Ads, Inc. for an additional term for investor relations services in consideration for a fee of \$200,000.

The Company is unrelated and unaffiliated with Streetwise and Native Ads, Inc.

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 engineered for the fitness, performance and lifestyle of athletically minded men and women. Innovatively designed without compromise and tailored for fit, comfort, and durability, RYU exists to facilitate human performance. For more information, visit: <http://ryu.com>



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On Behalf of the Board

RYU APPAREL INC.

“Marcello Leone”

Marcello Leone, CEO

Tel: 604-235-2880

Investor Relations

Contact: Anna Brazier

Investor Relations

1-844-535-2880

investors@ryu.com

www.ryu.com

For Media inquiries, contact:

Candace Fremder (Global PR)

Account Director

Candace.fremder@thrsxty.com

Samantha Detwiler (Canada PR)

Jane Gill PR – Account Manager

+1 416 922 4404 ext. 28

samantha@janegillpr.com

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