

International Retail Packaging Demonstrations Confirm Value Propositions

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HENDERSON, NV -- (Marketwired - Mar 4, 2015) - [Firma Holdings Corp.](#) (OTCQB: FRMA) is pleased to provide an update on its wholly owned SmartPac Global division. Significant progress has been made towards establishing the SmartPac packaging system as a global solution to the problems of decay, moisture loss, infestation and food-borne disease that are common in the fresh produce industry. Firma has successfully completed several SmartPac demonstrations through shipments to major retailers and distributors in Europe and Asia. Retailers have confirmed the economic and product quality enhancement attributes provided by the SmartPac system and are now actively engaged in material fulfillment discussions. Due to the overwhelming positive response, Firma has engaged strategic global carton manufacturers to establish an infrastructure that will be able to support pending, as well as forecasted, demand for the SmartPac technology.

Firma engaged the services of a global distribution and logistics expert to introduce and enlist end users to its patented SmartPac solution. This included major destination importers, retailers and food service distributors, in both Europe and Asia. The objective was to introduce and properly communicate the significant value propositions offered by the SmartPac packaging system. As a result of these meetings, Firma was engaged to demonstrate the performance by shipping asparagus, avocados, limes, and honeydew melons, in SmartPac cartons, to Japan and Europe. The demonstrations resulted in reducing transportation costs, reducing spoilage and handling costs, while enabling consumers to enjoy better tasting fresh food.

Firma's core patented technology, SmartPac, is a complete system for the preservation of fresh fruit, vegetables, and flowers during extended periods of shipping and storage, using Modified Active Atmosphere Packaging technology. The SmartPac packaging technology is protected by patents throughout the world.

Clients, engaged to date, import high value fresh fruit and vegetables from long distances, including the US, Mexico, Peru and Chile. As one recent example, avocado fruit was shipped to Japan and the condition of the fruit was evaluated upon arrival by both the importer and SmartPac Global representatives. The avocado fruit using SmartPac technology was found to have arrived in superior condition, and with less weight loss, when compared to standard cartons. Demonstration of SmartPac's clear value propositions has resulted in requests for additional shipments and supply chain preparations for meeting scaled demand.

With these demonstrations, Firma has confirmed that the market demands an effective "per carton" solution that enables the retailer to capture and eliminate the costs associated with transportation and decay related waste generated in their fruits and vegetables supply chains. As a result, in addition to seeking to fulfill current market requests and developing custom packaging, the company is currently expanding its global dynamic demonstrations.

About Firma Holdings Corp. (www.FirmaHoldings.com)

Firma recently acquired intellectual property for the preservation and protection of fresh fruit, vegetables and flowers during extended periods of shipping and storage. The patented technology, known as "SmartPac," is a bulk produce packaging system available for world-wide generic industry applications. In addition, the company's mining division holds mining projects that encompass over 45,000 acres of mining concessions.

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