



Long Island Iced Tea Corp. Continues International Expansion, Appoints Co-Packing Partner for Australasia & Asia

Farmingdale (Long Island), NY (November 2, 2017) — Long Island Iced Tea Corp. (Nasdaq CM: LTEA) (the “Company”), a growth oriented company focused on the non-alcohol ready-to-drink (“NARTD”) tea segment in the beverage industry, today announced a new co-packing partnership with Tru Blu Beverages (“Tru Blu”), a Sydney, Australia based beverage manufacturer and marketer.

Philip Thomas, Chief Executive Officer of the Company, stated, “Tru Blu is a veteran operator in the non-alcohol beverage space in Australia – with many of their brands operating in the ‘better-for-you’ segment of the beverage market. We are privileged to partner with Peter Brooks and the Tru Blu team as we gear up for Australasian and Asian operations. We were particularly attracted to Tru Blu’s multi-state manufacturing reach - with plants in Sydney, Brisbane and Perth facilitating the efficient shipment of product across Australia’s East Coast, and their Perth facility allowing easy reach to many Pacific Rim nations.”

Peter Brooks, Tru Blu’s Managing Director, commented, “We are very excited about partnering with Long Island Iced Tea Corp. and manufacturing their products. Tru Blu has a history of manufacturing great products. We are the third largest manufacturer of non-alcoholic and non-dairy beverages in Australia, with 1-in-6 non-alcoholic beverages produced by our company, and more recently have become a contract manufacturer of alcoholic ready-to-drink ciders and wine-based products.”

Long Island Iced Tea® is an NARTD tea that will be available in Australia through a distribution arrangement with Kollaras & Co and in New Zealand via Stellare Limited.

About Tru Blu Beverages

Headquartered in Condell Park in New South Wales, Tru Blu is one of the largest beverage manufactures in Australia. It employs 400 individuals nationally and is 100% Australian owned. Tru Blu’s state-of-the-art factories in three states and offices in each major capital city means that it has the manufacturing and distribution facilities to be one of Australia’s foremost beverage manufacturers and marketers. In fact, it is the third largest non-alcoholic, non-dairy beverage manufacturer in Australia.

Tru Blu boasts an impressive range of products covering cordials, soft drinks, sparkling mineral waters and energy drinks. Its brands include Pub Squash, Waterfords Mineral Water, Diet Rite and Wicked Energy Drink. As well as non-alcoholic beverages, Tru Blu also packs alcoholic beverages including its own brands as well as contract-packed alcoholic products.

About Long Island Iced Tea Corp.

Headquartered in Long Island, NY, Long Island Iced Tea Corp. operates in the non-alcohol ready-to-drink segment of the beverage industry. The Company’s flagship brand ‘The Original Long Island Brand Iced Tea®’, together with ‘The Original Long Island Brand Lemonade™’ are marketed as premium beverages made with non-GMO ingredients. The company also imports and markets ‘ALO Juice®’ a functional Aloe Vera based beverage. The Company’s portfolio of premium brands sits within the ‘better-for-you’ category of the beverage industry, and are offered to consumers at an affordable price, reflecting the Company’s mission. Its beverages are sold primarily through a network of regional chains and distributors primarily on the East Coast and the Midwest of the United States, as well as Canada and Latin America. The Company’s website is www.longislandicedtea.com.

Forward Looking Statements

This press release includes statements of the Company’s expectations, intentions, plans and beliefs that constitute "forward looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 and are intended to come within the safe harbor protection provided by those sections. These statements, which involve risks and uncertainties, relate to the discussion of the Company’s business strategies and its expectations concerning future operations, margins, sales, new products and brands,

potential joint ventures, potential acquisitions, expenses, profitability, liquidity and capital resources and to analyses and other information that are based on forecasts of future results and estimates of amounts not yet determinable. These statements include any statement that does not directly relate to a historical or current fact. You can also identify these and other forward-looking statements by the use of such words as "may," "will," "should," "expects," "intends," "plans," "anticipates," "believes," "thinks," "estimates," "seeks," "predicts," "could," "projects," "potential" and other similar terms and phrases, including references to assumptions. These forward looking statements are made based on expectations and beliefs concerning future events affecting the Company and are subject to uncertainties, risks and factors relating to its operations and business environments, all of which are difficult to predict and many of which are beyond its control, that could cause its actual results to differ materially from those matters expressed or implied by these forward looking statements. These risks include its history of losses and expectation of further losses, its ability to expand its operations in both new and existing markets, its ability to develop or acquire new brands, its relationships with distributors, the success of its marketing activities, the effect of competition in its industry and economic and political conditions generally, including the current economic environment and markets. More information about these and other factors are described in the reports the Company files with the Securities and Exchange Commission, including but not limited to the discussions contained under the caption "Risk Factors." When considering these forward looking statements, you should keep in mind the cautionary statements in this press release and the reports the Company files with the Securities and Exchange Commission. New risks and uncertainties arise from time to time, and the Company cannot predict those events or how they may affect it. The Company assumes no obligation to update any forward looking statements after the date of this press release as a result of new information, future events or developments, except as required by the federal securities laws.

Contacts:

For Investors

Phil Thomas

Long Island Iced Tea Corp.

1-855-542-2832

info@longislandteas.com