

Cool Holdings, Inc. Announces Another Opening of Its OneClick Apple Boutique Stores in Orlando, Florida

The Opening of this Official Apple Premium Partner Store Further Expands OneClick's Relations with Simon Property Group

The Home of the 17th OneClick Store is Orlando's Most Trafficked Mall with Over 17 Million Annual Visitors

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MIAMI, Aug. 28, 2018 /PRNewswire/ -- Cool Holdings, Inc. (NASDAQ: AWSM) announces the grand opening of its new Apple® OneClick® retail store in the Orlando International Premium Outlet Mall. The 1,500 square foot location will be an Apple Premium Partner store and will offer the entire suite of Apple® products, as well as third party accessories complementing the customer experience. The store will provide service repairs to all product categories with a trained team of Apple-certified technicians.



Commenting on the new opening, Felipe Rezk, Chief Sales and Marketing Officer of Cool Holdings, Inc. stated: "We are extremely excited about the opening of this store in Central Florida, and, specifically, in the Orlando International Premium Outlet Mall that has over 17 million visitors each year. We are expanding our relation with Simon Property Group, one of the most important mall operators in the country. The new store brings our number of U.S. stores to four in Florida, including the two Miami stores located at Dolphin Mall and the Wynwood Art District, and our flagship store in Sawgrass Mills in Sunrise. We are in the process of a full renovation of our Dolphin Mall store and we anticipate the new concept will be ready around the Christmas season. We are very proud of our team of sales professionals, as well as our Apple-certified technicians, who are dedicated to providing each customer with the ultimate customer experience at all our stores. OneClick is committed to expand its footprint in North America."

The Company's 17 OneClick® retail stores are now comprised of 7 stores in the Dominican Republic, 6 stores in Argentina and 4 stores in the United States.

About Cool Holdings, Inc.

Cool Holdings is a Miami-based company focused on premium retail brands. It is currently comprised of OneClick®, a chain of retail stores and an authorized reseller under the Apple® Premier Partner, APR (Apple® Premium Reseller) and AAR MB (Apple® Authorized Reseller Mono-Brand) programs; Cooltech Distribution, an authorized distributor to the OneClick® stores and other resellers of Apple® products and other high-profile consumer electronic brands; and verykool®, a brand of wireless handsets, tablets and related products the Company sells to carriers, distributors and retailers in Latin America. Additional information can be found on its website at www.coolholdings.com.

About Orlando International Premium Outlets

Orlando International Premium Outlets is Florida's largest outlet shopping destination spanning over 773,586 square feet and welcoming more than 17 million visitors annually. Located in the heart of Orlando's booming hospitality industry, the center is only 5 minutes from Universal Orlando Resort and 10 miles from Walt Disney World Resort. Visitors and locals will enjoy an array of more than 180 outlet designer and name-brand outlet stores including adidas, Calvin Klein, Karl Lagerfeld, Tory Burch, Polo Ralph Lauren, Tommy Hilfiger, Steve Madden, Salvatore Ferragamo, Michael Kors, Coach, kate spade New York, Saks Fifth Avenue Off 5th, St. John Outlet, Ted Baker London, Forever 21, Nike, Under Armour, Victoria's Secret (only outlet in market), Havaianas and Guess. In addition, Orlando International Premium Outlets offers 20 distinct dining options including Vinito Ristorante, a full-service Italian restaurant. Dining selections cater to wide variety of tastes including international flavors from Brazil and Latin America.

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