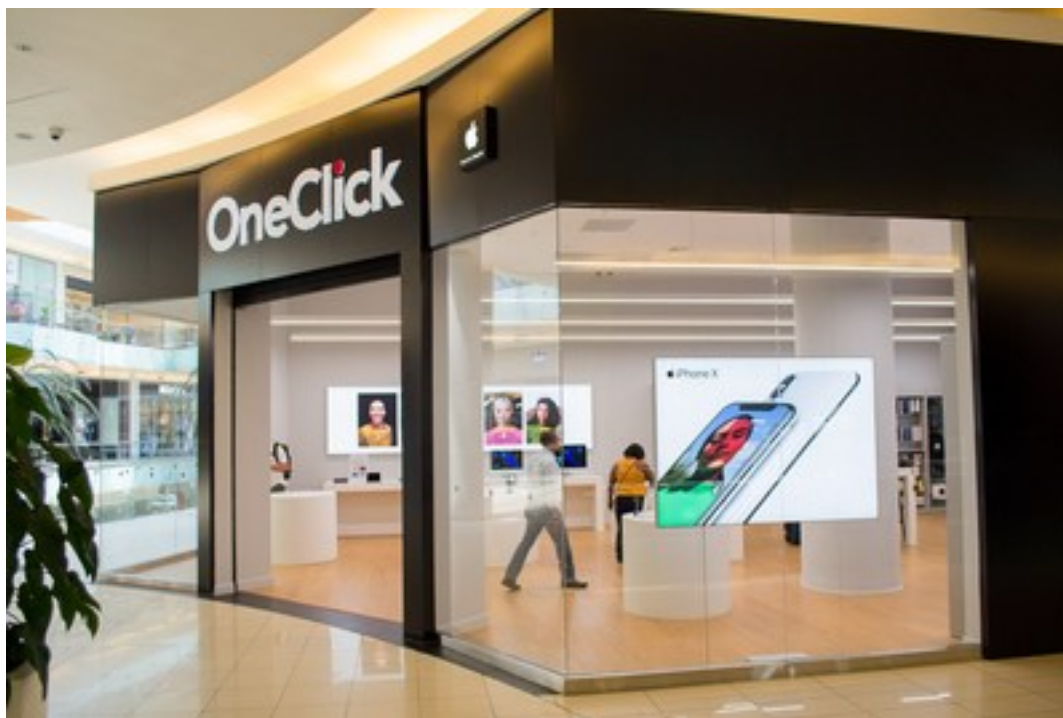


Cool Holdings, Inc. Highlights Its New OneClick Apple Premium Reseller ("APR") Store, The First Ever in The Dominican Republic

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MIAMI, Sept. 17, 2018 /PRNewswire/ -- Cool Holdings, Inc. (NASDAQ: AWSM) highlighted its new Flagship OneClick store in Agora Mall in Santo Domingo. Recently acquired as part of a 7-store chain, the Agora Mall store with 1,590 square feet is the largest Apple-authorized reseller retail location in the Dominican Republic. Designed as an extension of the Apple- brand experience and Apple's focus to improve its Latin American growth strategy, the store is located in a heavy traffic zone in the mall. Apple- Premium Reseller ("APR") is the larger of the two Apple- store formats and OneClick is proud to have the first one in the Dominican Republic. Traffic at the store has grown to over 4,000 people per week and sales continue to rise.



Felipe Rezk, Chief Sales and Marketing Officer of Cool Holdings, Inc. stated: "We are extremely proud of this new Flagship store, and have aggressive goals to grow store sales to the level of APR stores in larger countries such as Chile, Argentina and Colombia. The OneClick-Agora Mall store is the embodiment of the APR Apple- experience. We believe our staff is among the finest in the country, and customers are able to experience first-hand the entire product portfolio from Apple- and third-party accessory manufacturers such as Bose, Speck, Belkin and Klik, among others."

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.

Forward-looking and cautionary statements

Forward-looking statements in this press release and all other statements that are not historical facts are made under the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements, including those related to increases in sales and performance at our retail stores and our license agreements with Apple, involve factors, risks, and uncertainties that may cause actual results in future periods to differ materially from such statements. There are a number of factors that could cause actual events to differ materially from those indicated by such forward-looking statements, including actions by third parties, such as Apple®. These factors include, but are not limited to, risks arising from prevailing market conditions and the impact of general economic industry or political conditions in the United States or globally. A list and description of these and other risk factors can be found in the Company's most recent Annual Report on Form 10-K, Quarterly Reports on Form 10-Q, and Current Reports on Form 8-K, which can be reviewed at www.sec.gov. These forward-looking statements speak only as of the date of this release and we undertake no obligation to publicly update any forward-looking statements to reflect new information, events or circumstances after the date of this release.

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