



## **XPRESSPA ANNOUNCES THE OPENING OF ITS SECOND SPA LOCATION AT PHOENIX SKY HARBOR INTERNATIONAL AIRPORT**

May 30, 2017

**NEW YORK - May 30, 2017** - XpresSpa, the industry-leading luxury airport spa company and a wholly owned subsidiary of FORM Holdings Corp. (Nasdaq: FH), today announced that it has opened its second location at Phoenix Sky Harbor International Airport (PHX), less than three weeks after opening its first. The second XpresSpa is also located in Phoenix Sky Harbor International's newly renovated Terminal 4, located in B Gates, B15-28.

With two new locations now open in PHX, XpresSpa signature services are now accessible to the over 37 million passengers who travel through PHX Terminal 4 every year.

"Due to the unique nature of the airport retail environment with its captive audience and extended time spent within airport terminals due to security protocols, we have found success implementing our multi-unit strategy in over half of the airports in which we operate, with more to come. We are finding that multi-unit venues are generating brand visibility that is central to further developing trust with our customers. In fact, our multi-unit airport locations actually drive higher unit volumes. This enhanced familiarity with the XpresSpa brand will be instrumental in driving double-digit comp store sales in the future," said Ed Jankowski, CEO of XpresSpa.

XpresSpa's multi-unit model is present within twelve of the highest volume airports in the United States and now includes Phoenix Sky Harbor with the opening of the second location. XpresSpa operates three or more units at John F. Kennedy International Airport, Dallas/Fort Worth International Airport, Orlando International Airport, San Francisco International Airport, Las Vegas McCarran International Airport, Minneapolis/St. Paul International Airport and Philadelphia International Airport.

The new spa was officially opened on May 26, 2017.



XpresSpa's 2nd opening at Phoenix Sky Harbor International Airport, Terminal 4, located in Gates B Gates, B15-28

### **About XpresSpa**

XpresSpa is the industry-leading luxury travel spa business, serving almost one million air travelers each year at its airports in the United States, Amsterdam and Dubai. XpresSpa offers travelers premium spa services, including massages, reflexology, stress and tension release, manicures, pedicures, facials and waxing. Its Xpress nail, massage and hair blow-out services are designed specifically for the busy traveling customer, with treatments completed in 30 minutes or less. In stores and online, XpresSpa also offers exclusive luxury travel products and accessories, including travel pillows, blankets, massagers, and personal, hair, nail and bath and body products. XpresSpa has over 750 employees, including talented teams of professionally licensed massage therapists, cosmetologists and nail technicians who are committed to providing exceptional customer experiences. [www.xpresspa.com](http://www.xpresspa.com)

### **About FORM Holdings Corp.**

FORM Holdings Corp. (Nasdaq: FH) is a publicly held diversified holding company that specializes in identifying, investing in and developing companies with superior growth potential. FORM's current holdings include XpresSpa, Group Mobile, FLI Charge, Infomedia and intellectual property assets. XpresSpa is the world's largest airport spa company. Group Mobile is a provider of rugged, mobile and field-use computing products, serving customers worldwide. FLI Charge designs, develops, licenses, manufactures and markets wireless conductive power and charging solutions. Infomedia is a leading provider of customer relationship management and monetization technologies to mobile carriers and device manufacturers. FORM Holdings' intellectual property division is engaged in the development and monetization of intellectual property. [www.FormHoldings.com](http://www.FormHoldings.com)

### **Forward-Looking Statements**

This press release includes forward-looking statements, which may be identified by words such as "believes," "expects," "anticipates," "estimates," "projects," "intends," "should," "seeks," "future," "continue," or the negative of such terms, or other comparable terminology. Forward-looking statements are statements that are not historical facts. Such forward-looking statements are subject to risks and uncertainties, which could cause actual results to differ materially from the forward-looking statements contained herein. Statements in this press release regarding the merger between FORM and XpresSpa; XpresSpa's projected revenue, the ability to raise capital to fund operations and business plan; the continued listing of FORM's securities on the Nasdaq Capital Market; market acceptance of FORM products; the collective ability to protect intellectual property rights; competition from other providers and products; FORM's management and board of directors after the merger; and any other statements about FORM's management team's future expectations, beliefs, goals, plans or prospects constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. There are a number of important factors that could cause actual results or events to differ materially from those indicated by such forward-looking statements, including, but not limited to: FORM's inability to maintain the listing of its securities on the Nasdaq Capital Market; the potential lack of market acceptance of FORM's products; FORM's inability to monetize and recoup FORM's investment with respect to assets and other businesses that were acquired or will be acquired in the future; general economic conditions and level of information technology and consumer electronics spending; unexpected trends in the mobile phone and telecom computing industries; the potential loss of one or more of FORM's significant Original Equipment Manufacturer ("OEM") suppliers, the potential lack of market acceptance of FORM's products; market acceptance, quality, pricing, availability and useful life of FORM's products and services, as well as the mix of FORM's products and services sold; potential competition from other providers and products; FORM's inability to license and monetize FORM's patents, including the outcome of litigation; FORM's inability to develop and introduce new products and/or develop new intellectual property; FORM's inability to protect FORM's intellectual property rights; new legislation, regulations or court rulings related to enforcing patents, that could harm FORM's business and operating results; FORM's inability to retain key members of its management team; and other risks and uncertainties and other factors discussed from time to time in our filings with the Securities and Exchange Commission ("SEC"), including FORM's Annual Report on Form 10-K for the year ended December 31, 2016 filed with the SEC on March 30, 2017. FORM expressly disclaims any obligation to publicly update any forward-looking statements contained herein, whether as a result of new information, future events or otherwise, except as required by law.

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