NEWS RELEASE

NYSE American to Suspend Trading in JRjr33, Inc. (JRJR) and Commence Delisting Proceedings

4/2/2018

NEW YORK, April 2, 2018 – NYSE American LLC ("NYSE American" or the "Exchange") announced today that the staff of NYSE Regulation has determined to commence proceedings to delist the common stock of JRjr33, Inc. (the "Company") — ticker symbol JRJR —from the Exchange. Trading in the Company's common stock on the NYSE American will be suspended immediately.

The decision was reached because the Company is delayed in filing with the Securities and Exchange Commission (the "SEC") its Form 10-Q filings for March 31, 2017, June 30, 2017, and September 30, 2017 ("Late SEC Filings"). The Company informed the NYSE that it will not be able to complete the Late SEC Filings by April 18, 2018, the maximum allowable trading period under Sections 134 and 1101 of the NYSE American Company Guide.

The Company has a right to a review of staff's determination to delist the common stock by a committee of the Board of Directors of the Exchange. The NYSE American will apply to the Securities and Exchange Commission to delist the Company's common stock upon completion of all applicable procedures, including any appeal by the Company of the NYSE Regulation staff's decision.

Company Contact for JRjr33, Inc:

Brenton Baker

brenton.baker@jrjrnetworks.com