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Pinot's Palette Celebrates Record Year of Growth in 2015

- *59 new studios added*
- *First international expansion to Canada*
- *One million reservations and counting*
- *70 percent increase in system-wide sales*

HOUSTON (January 13, 2016) – One year ago, Forbes called paint and sip chains like Pinot's Palette one of the hottest industries for growth in 2015. Then Pinot's Palette proved it.

Celebrating a record of year of franchise expansion, the fastest-growing paint and sip chain in North America added 59 new studios to the map, finishing the year with 156 locations open or in development and a 70% increase in system-wide gross sales. Development included entry into Alabama, Minnesota, and North Carolina for a total of 34 states across the Pinot's Palette chain, alongside the brand's first-ever international agreement for Canada.

"It was a historic year for Pinot's Palette that exceeded our expectations and has positioned us for another amazing year ahead," said President and Co-Founder Charles Willis. "We continue to add to our incredible group of franchisees who represent the premium paint and sip experience that is taking the world by storm."

Guests showed their loyalty to the chain in growing numbers as well throughout 2015. Pinot's Palette and its "Paint. Sip. Have Fun." motto surpassed more than one million

reservations. And the organization followed that up with a record number of gift card sales during the holiday season.

As business grew, so did the honors and awards. Pinot's Palette was named to Entrepreneur's Top New Franchises, Fastest-Growing Franchises, and Top Service Franchises lists for 2015. And Franchise Business Review ranked the business the #1 franchise for veterans as well as the #1 paint and sip franchise overall for franchisee satisfaction. Co-founders Craig Ceccanti, Charles Willis and Beth Willis were also named to the LSU 100, honoring top businesses founded or run by graduates of Louisiana State University.

With the accolades mounting, the company is already focused on 2016, moving to expanded office space at Pinot's Palette headquarters in Houston, and targeting another 75 studios to add to the network.

About Pinot's Palette

Pinot's Palette is a pioneer of the paint and sip experience – a revolutionary way to enjoy art and wine, meet new people and bond with friends. With 156 locations open or under development across 34 states and Canada, and new locations popping up monthly, Pinot's Palette is the world's fastest growing paint and sip franchise. Guests enjoy a no-experience-required art class—all supplies included—directed by trained, local artists, who guide guests step-by-step through a featured painting. By bringing fun, modern and creative ideas to their events, Pinot's Palette curates a unique, rewarding experience while providing a worthwhile contribution to the community. For more information, visit www.PinotsPalette.com.

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