



DAVIDsTEA Inc. Now Available on Air Canada, and Continues North American Expansion With the Opening of Six New Stores

October 7, 2015

MONTREAL, Oct. 7, 2015 (GLOBE NEWSWIRE) -- DAVIDsTEA Inc. (NASDAQ:DTEA) today announced that it is expanding its experience to new channels, beginning with Air Canada.

Forever Nuts and Cream of Earl Grey sachets, served in DAVIDsTEA's iconic teal 10oz cups, are now available for purchase on Air Canada and select Air Canada Express flights 90 minutes or more on domestic Canada and U.S. transborder routes.

"We are pleased to be a featured supplier for Air Canada. With this launch, we believe there is an opportunity to increase our brand visibility through further development of our omni-channel strategy in North America, with a focus on the Hotel, Restaurants and Institutions ('HRI') sector," said Sylvain Toutant, President and Chief Executive Officer. "Our introduction on board Air Canada coupled with our store openings in two new markets in the United States should continue to raise the profile of our brand, which is a key area of focus in our marketing initiatives."

DAVIDsTEA's New Locations

The new Mall of America® store in Bloomington, MN, and Del Amo Fashion Center in Southern California, CA represent two new markets for the Company. Additionally, Water Tower Place joins as the 6th store to open in the Chicago region. The Company's new locations also include Canadian openings, namely Kildonan Place in Winnipeg, MB, St. Laurent Centre in Ottawa, ON, and Regent Mall in Fredericton, NB. These six new stores will feature DAVIDsTEA's full line of teas, gifts and accessories, including our new Pumpkin and Cold collections.

Mall of America® is the largest retail center in North America. Home to over 520 stores and numerous family attractions, this mall is located in Bloomington, MN, which neighbours downtown Minneapolis.

Del Amo Fashion Center represents our entry into the Southern Californian market, and boasts over 200 stores.

Water Tower Place is located in Chicago, IL along the popular Magnificent Mile. The eight-level shopping destination is home to over 100 stores, including a 74 story skyscraper.

About DAVIDsTEA

DAVIDsTEA is a fast-growing branded beverage company, offering a differentiated selection of proprietary loose-leaf teas, pre-packaged teas, tea sachets and tea-related gifts and accessories. As of October 7, 2015, the Company owned and operated 173 DAVIDsTEA stores throughout the United States and Canada. The Company is headquartered in Montréal, Canada.

Can't make it to a store? Shop around the clock at davidstea.com

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