



DAVIDsTEA Inc. Now Available in Le Germain and Alt Hotels Across Canada, and Continues North American Expansion With the Opening of Nine New Store Locations in October

December 10, 2015

MONTREAL, Dec. 10, 2015 (GLOBE NEWSWIRE) -- DAVIDsTEA Inc. (NASDAQ:DTEA)("DAVIDsTEA") today announced that it is continuing to expand its business in the Hotel, Restaurants and Institutions ('HRI') sector.

Le Germain Hotels across Canada will offer a variety of DAVIDsTEA's tea sachets, as part of the hotel's complementary guest beverage service. Additionally, Le Germain guest rooms will be stocked with a kettle, a set of DAVIDsTEA Bubble Tea Cups, and *Japanese Sencha* and *Mother's Little Helper* tea sachets. A variety of tea sachets will also be available for purchase at all Alt Hotel locations.

"We continue to expand our customer base and build our brand awareness, including through further development of our omni-channel strategy in North America," said Sylvain Toutant, President and Chief Executive Officer. "As a featured supplier for Le Germain Hotels and Alt Hotels, we believe this will be an opportunity to increase our brand visibility in North America."

"We are proud to partner with DAVIDsTEA, a strong Canadian brand that offers a quality product. Our guests will certainly appreciate this new offering in our properties across the country," said Christiane Germain, Co-president of Group Germain Hotels.

DAVIDsTEA's New Locations

The new Village at Topanga store in Canoga Park, CA represents the Company's second store in the Southern Californian market. Additionally, Liberty Center in Liberty Township, OH, 3rd Ave in Burlington, MA and Church Street, Burlington VT, join as new locations across the United States. The Company's new stores also include Canadian openings, namely Bower Place in Red Deer, AB, Hillcrest in Richmond Hill, ON, Carrefour Angrignon in Lasalle, QC, Galeries St. Hyacinthe in St. Hyacinthe, QC, and Promenades Beauport in Quebec, QC. These nine new stores feature DAVIDsTEA's full line of teas, gifts and accessories, including the brand's limited edition Holiday collection.

The Village at Topanga boasts over 260 retailers. This Lifestyle center is located in Canoga Park, CA, and represents our second opening in Southern California.

Liberty Center represents our entry into the Ohio market, and is situated between Cincinnati and Dayton, OH.

Hillcrest is located in Richmond Hill, ON, just 30 minutes away from Toronto's Downtown Core. This regional shopping centre is home to over 125 stores and services.

Bower Place is one of Central Alberta's largest shopping destinations. This location represents a new market for us, with over 115 retailers.

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 31, 2015, the Company owned and operated 183 DAVIDsTEA stores throughout Canada and the United States. The Company is headquartered in Montréal, Canada.

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

About Group Germain Hotels

Ranked among Canada's 50 Best Managed Companies, Group Germain Hotels is a family-owned business from Quebec City that owns and operates the Le Germain Hotels and the no-frills-chic Alt Hotels across Canada. The company is known for its irreproachable warmth and the impeccable style of its hotels. Each year, its team of 750 employees welcomes guests for a total of 325,000 overnight stays, bringing the total number of stays to about 3 million since the opening of the first hotel in 1988. For more information, visit www.groupegermain.com.

CONTACT: For more information:

Kelly McDougald, Corporate Communications Specialist

k.mcdougald@davidstea.com

514.739.0006 x231

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