



## **Dawson James Acts as Sole Underwriter for Vapor Corp (VPCO) in its \$41.8m Follow-On**

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**Boca Raton, FL, July 24, 2015**-- Dawson James Securities, Inc. in conjunction with Vapor Corp. (VPCO) a leading U.S.-based distributor and retailer of vaporizers, e-liquids, e-cigarettes and e-hookahs, announced today the closing of a "best efforts" follow-on offering of up to 3,800,000 Units at \$11.00 per Unit for a maximum gross proceeds of \$41.8 million. Each unit consists of one-fourth of a share of Series A convertible preferred stock and 20 Series A warrants. Each share of Series A preferred stock will be convertible into 10 shares of common stock and each Series A warrant will be exercisable into one share of common stock at an initial exercise price of \$1.24 per share. The Unit will remain "locked" for 6 months unless certain stipulations are met. The Units are expected to be listed on The Nasdaq Capital Market under the ticker symbol "VPCOU". The initial closing is expected to occur on July 29, 2015 and trading of the Units on The Nasdaq Capital Market is expected to commence on July 30, 2015.

"We are pleased to provide Vapor Corp. with the capital required to execute their exciting growth strategy", said Robert D. Keyser, Jr., Dawson James CEO. Dawson James utilized its proprietary Diversified Investor Offering including both fundamental institutional investors along with its significant retail and family office network. Vapor Corp. intends to use the net proceeds from the offering to repay indebtedness, acquire and/or build vape stores and for sales, marketing and general corporate expenses.

### **About Vapor Corp**

Vapor Corp., a Nasdaq company, is a U.S. based distributor and retailer of vaporizers, e-liquids and electronic cigarettes. It recently acquired the retail store chain "The Vape Store" as part of a merger with Vaporin, Inc. The Company's innovative technology enables users to inhale nicotine vapor without smoke, tar, ash or carbon monoxide. Vapor Corp. has a streamlined supply chain, marketing strategies and wide distribution capabilities to deliver its products. The Company's brands include VaporX<sup>®</sup>, Krave<sup>®</sup>, Hookah Stix<sup>®</sup> and Vaporin<sup>™</sup> and are distributed to retail stores throughout the U.S. and Canada. The Company sells direct to consumer via e-commerce and Company-owned brick-and-mortar retail locations operating under "The Vape Store" brand.



### **About Dawson James Securities**

Dawson James Securities specializes in capital raising for small and microcap public and private growth companies primarily in the Life Science/Health Care, Technology and Consumer sectors and is a full service investment banking firm with research, institutional and retail sales, and execution trading and corporate services. Headquartered in Boca Raton, FL Dawson James is privately held with offices in New York, California, Maryland and New Jersey. Member FINRA/SIPC. For more information, please contact:

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