



RESPECT YOUR UNIVERSE

RYU Selected as Finalist for World Retail Awards

(VANCOUVER, BRITISH COLUMBIA) March 1, 2018 – [RYU Apparel Inc.](#) (TSX VENTURE: RYU.V) creators of urban athletic apparel is pleased to announce the company has been selected as a finalist for the World Retail Awards in two categories: Retail Start Up of the Year and Social Media Campaign of the Year (#RYUOneMoreRep). Respect Your Universe is one of only two Canadian companies that qualified as finalists among many global retailers across all of the World Retail Awards categories.

Launched in 2007, the World Retail Awards have been recognising the very best retailers and retail initiatives across a range of categories for 10 years. Winning an Award aligns your business with the world's most visionary, influential retailers (and past winners) including Tommy Hilfiger, Marks & Spencer – RKCR/Y&R, Sephora, TOMS, and Amazon.

Marcello Leone, CEO of RYU, stated: "Being chosen by the World Retail Awards is a fantastic accolade. We are proud to be among a group of global peers that are considered to become the next generation of iconic brands.#RYUOneMoreRep Media Campaign is also another confirmation of the social aspect that permeates our brand and the impact we are having in our community"

About RYU

Respect Your Universe is an award-winning urban athletic apparel and accessories brand engineered for the fitness, performance and lifestyle of the athletically minded man and woman. Innovatively designed without compromise and tailored for fit, comfort, and durability, RYU exists to facilitate human performance. For more information, visit: <http://ryu.com>

About World Retail Awards

The World Retail Awards is an organization that puts the spotlight on brands that exude innovation, creativity, and world-class retailing across the global retail industry. The 2018 awards event will recognize inspirational and forward thinking retailers on April 19 in Madrid, Spain. For more information, visit: www.worldretailawards.com

On Behalf of the Board

RYU APPAREL INC.

"Marcello Leone"

URBAN ATHLETIC APPAREL

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