



The GRI Marketing
Group, Inc.

Provision Ignites Ad Sales with New Partner, GRI

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OTC Disclosure & News Service

CHATSWORTH, Calif., March 23, 2016 (GLOBE NEWSWIRE) -- Provision Interactive Technologies, Inc. ("Provision"), a subsidiary of Provision Holding, Inc. (OTCQB:PVHO), announced today that it has signed an agreement with Connecticut based **The GRI Marketing Group, Inc. ("GRI")** to provide both regional and national advertising sales. Under the agreement, GRI will generate ad sales to support the national rollout of Provision's 3D digital savings center retail network.

Each Provision 3D digital savings center contains a proprietary 3D holographic display proven to capture the attention of retail customers, with a 2D interactive screen below designed to reward and enhance the customer experience.

GRI will deliver advertising partners interested in Provision's unique 3D media campaigns, and on-site promotions. The partnership will allow Provision to expand its advertising reach to regional and national brands.

Bob Ostrander, EVP of Provision says, "We're excited to be working with GRI as they have the experience, resources and relationships to deliver quality advertisers to our 3D digital savings centers, which provides the perfect digital alternative for GRI's current customers that use conventional advertising."

According to Brian Snider, President of GRI, "All the different touch points provide a great opportunity for a brand to engage with the consumer and drive purchases. Since our clients are always looking to find new ways to reach their customers, Provision's innovative out-of-home media channel is an exciting new opportunity for driving in-store purchases and out-of-store lead generation."

About Provision Interactive Technologies, Inc.

Provision Interactive Technologies, Inc., a subsidiary of the publicly traded company Provision Holding, Inc. (OTCQB:PVHO), is the leading purveyor of intelligent interactive 3D holographic display technologies, software, and integrated solutions for both commercial and consumer focused applications.

Provision's 3D holographic display systems represent a revolutionary technology that provides the projection of full color, high-resolution videos into space detached from the screen, without any special glasses. Provision is currently the market leader in true 3D consumer advertising display products being implemented by innovative, consumer-focused companies.

Provision Holding, Inc. (OTCQB:PVHO) trades on the OTCQB venture stage marketplace for early stage and developing U.S. and international companies. Companies are current in their reporting and undergo an annual verification and management certification process. Investors can find Real-Time quotes and market information for the company on www.otcmarkets.com. For more information, visit www.provision.tv.

About The GRI Marketing Group, Inc.

Founded in 1985, The GRI Marketing Group is an award winning direct & digital marketing agency that produces a high ROI for customer acquisition, retention, sales incentive and loyalty programs. GRI clients include some of the

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world's leading brands in finance/insurance, manufacturing, packaged goods, health care, higher education and publishing. Services cover strategic planning, media buying, list acquisition, modeling/analytics, creative development/execution and multichannel execution.

Forward-Looking Statements

This press release contains projections of future results and other forward-looking statements that involve a number of risks and uncertainties. Important factors that may cause actual results and outcomes to differ materially from those contained in the projections and forward-looking statements included in this press release are described in our publicly filed reports. Factors that could cause these differences include, but are not limited to, the acceptance of our products, lack of revenue growth, failure to realize profitability, inability to raise capital and market conditions that negatively affect the market price of our common stock. The Company disclaims any responsibility to update any forward-looking statements unless legally required.

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