

Sicilian Sun Begins Commercial Production and Shipping From Its Newest Facility

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HENDERSON, Jul 1, 2015 - [Firma Holdings Corp.](#) (OTCQB: FRMA) is pleased to announce commercial production and shipping of gelato at its new facility in Catania, Italy. The production has been focused on fulfillment of an initial stocking order of 21 containers of Sicilian Sun's unique artisanal gelato.

Prior to shipping, Daymon Worldwide and client representatives, including quality control and taste auditors, were hosted for a final approval of the production run and the product. They shared their opinion that of all their focus group tastings, "there is not a gelato or ice cream in America that tastes as good and creamy, and yet maintains such a clean finish." We believe that it is our artisanal formulas combined with natural Sicilian ingredients that make the difference. These proprietary recipes and know-how have proven themselves in Italy and Europe and are now garnering commercial interest from the US and around the world.

We are excited that the commercial launch of this initial order has begun. Updated information, provided by Daymon Worldwide and clients, show an increase in previous sales projections. The result is an expected increase in quarterly sales from \$3.5 million per quarter run rate to \$5 million per quarter run rate, by the fourth quarter of 2015.

Mr. Francis Biscan Jr., President of Firma Holdings, stated, "We knew the world would fall in love with Sicilian Sun Foods, once they had the chance to indulge in the authentic flavors of Sicily. The launch of this project with Daymon Worldwide and clients marks the beginning of making these amazing natural Sicilian ingredients and flavors available to the world. By marrying the old world purity and natural excellence of Sicily with new world state-of-the-art production and technology, we are making it possible for someone to simply open their freezer and enjoy a taste of Sicilian lifestyle."

Sicilian Sun utilizes the services of La Petite Foods and Daymon Worldwide to contract with major grocery chains consisting of thousands of retailers throughout the United States to manufacture private label and branded products.

About Firma Holdings Corp. (<http://www.FirmaHoldings.com>)

Firma currently holds three wholly owned subsidiaries, focused on; development and production of food products; technology; and mining.

SICILIAN SUN FOODS: Operates two state-of-the-art production facilities located in Alcamo and Catania on the island of Sicily in Italy. The facility specializes in the manufacturing of three product categories: baked goods, frozen desserts, and semi-finished products made from natural ingredients. These products include assorted pastries, ricotta cannoli, as well as cakes, breads, rice balls, croissants, and a variety of other frozen and packaged items. The frozen desserts produced in this facility include gelato, tartufi, mousse, sorbets and Italian ices, and other frozen treats. Many of the products are proprietary formulas and include a coveted superiority owing to naturally sourced Sicilian ingredients.

SMARTPAC GLOBAL CORP: Holds intellectual property for the preservation and protection of fresh fruit, vegetables and flowers during extended periods of shipping and storage. The packaging assets are comprised of patents, trademarks and other intellectual property in the United States, Europe, Mexico, Canada, South Africa, Japan, and Chile regarding system and method for packaging of bulk quantities of fresh produce and flowers incorporating modified atmosphere packaging. These assets also include pending applications throughout the world regarding the active treatment of modified atmosphere packaging.

GRACEPOINT MINING CORP: Gracepoint currently owns two mining projects that encompass over 45,000 acres in Mexico. The 100% owned Don Roman district has 70+ distinct structures identified within 8 km diameter of a 100% owned centralized processing mill. The 100% owned Picacho group has 9 gold-bearing veins over 4 mineralized target areas with an aggregate vein strike length of over 10.8 km.

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results to differ materially from those expressed in the forward-looking statements, including, but not limited to, certain delays beyond the Company's control with respect to market acceptance of new technologies or products, delays in testing and evaluation of products, and other risks detailed from time to time in the Company's filings with the Securities and Exchange Commission. Please read the full disclaimer at www.FirmaHoldings.com.

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