

PRESS RELEASE

THE STREETWEAR CORPORATION

133 Richmond St. W., Suite 403 • Toronto • Ontario • M5H 2L3
T: (416) 603 - 2114 • office@the-streetwear.co • Trading Symbol ARP

FOR IMMEDIATE RELEASE

STREETWEAR ANNOUNCES MEMORANDUM OF UNDERSTANDING WITH MEZZACAP

January 26, 2015, Toronto, Ontario – The Streetwear Corporation (“**Streetwear**” or the “**Company**”) today announced that it has executed a memorandum of understanding (the “**MoU**”) with MezzaCap GmbH (“**MezzaCap**”) and MobileUp GmbH (“**MobileUp**”), pursuant to which the Company will acquire from MobileUp 51% of the issued and outstanding shares of MezzaCap (the “**MezzaCap Shares**”), an international investment company concentrating on “blockchain” technologies and cryptocurrencies (the “**Transaction**”).

Pursuant to the MoU, Streetwear will acquire the MezzaCap Shares for aggregate consideration of CDN\$493,473.98 to be paid by the issuance of 24,673,699 common shares in the capital of the Company (the “**Share Consideration**”). Upon completion of the Transaction, the Share Consideration is expected to represent approximately 25% of the issued and outstanding common shares of the Company.

Contemporaneously with the completion of the Transaction, it is expected that the current owner and chief executive officer of MezzaCap, Mr. Alfred Dobias, will be appointed to the board of directors of the Company as a non-executive director.

Additionally, following completion of the Transaction, Streetwear will takeover MezzaCap’s focus on investing in “blockchain” technologies and cryptocurrencies and attempt to expand on MezzaCap’s recent success with “bitcoin” related projects and ownership of growth-oriented “bitcoin” payment websites.

Streetwear’s chief executive officer, Mr. Peter Lukesch commented: “It is my strong belief that cryptocurrencies will be the gold-standard of currencies in the future and will serve as significant pillars in the global financial markets.” With this new focus in mind, Streetwear intends on sponsoring the Bitcoin Expo, a gathering of analysts, investors and start-ups dealing in bitcoin related activities, to take place in Vienna in 2015. It is expected that Peter Lukesch will chair this convention together with Barbara Kolm, the president of the renowned Hayek-Institute, and Stefan Zapotocky, the former chief executive of the Vienna Stock Exchange.

Completion of the Transaction is subject to the ability of any party to terminate the MoU on or before January 31, 2015 and conditions typical for a transaction of this nature. Closing of the Transaction is expected to take place in February of 2015.

Streetwear has also announced that its stock will begin trading on the Frankfurt Stock Exchange in February, 2015 through the XETRA trading system. More information regarding these developments may be found on Streetwear’s website at www.the-streetwear.co.

For more information, please contact:

Peter Lukesch,
Director, Chief Executive Officer and President
The Streetwear Corporation
T: (416) 603-2114
E: office@the-streetwear.co

Franz Kozich
Director and Investor Relations VP
The Streetwear Corporation
T: (416) 603-2114
E: office@the-streetwear.co

FORWARD LOOKING INFORMATION

This press release contains forward-looking information which is not comprised of historical facts. Forward-looking information involves risks, uncertainties and other factors that could cause actual events, results, performance and opportunities to differ materially from those expressed or implied by such forward-looking information. Forward-looking information contained or referred to in this press release includes, but may not be limited to, the completion of the Transaction, the issuance of the Share Consideration, the appointment to the board of directors of Streetwear, Streetwear's change of focus and plans following the completion of the Transaction and the listing of Streetwear's common shares on the Frankfurt Stock Exchange through XETRA.

Factors that could cause actual results to differ materially from those described in such forward-looking information include, but are not limited to, the termination of the MoU by any party, the failure by Streetwear or MezzaCap to satisfy or waive any conditions precedent to the completion of the Transaction (including the receipt of any necessary regulatory approvals), the inability to complete the Transaction generally and the inability to meet the listing requirements of the Frankfurt Stock Exchange.

The forward-looking information in this press release reflects the current expectations, assumptions and/or beliefs of Streetwear based on information currently available to Streetwear. In connection with the forward-looking information contained in this press release, Streetwear has made assumptions about: Streetwear's business, MezzaCap's business, the economy and the cryptocurrency industry in general; and Streetwear's ability to complete the Transaction. Although Streetwear believes that the assumptions inherent in the forward-looking information are reasonable, forward-looking information is not a guarantee of future performance and accordingly undue reliance should not be put on such information due to the inherent uncertainty therein. Any forward-looking information speaks only as of the date on which it is made and, except as may be required by applicable securities laws, Streetwear disclaims any intent or obligation to update any forward-looking information, whether as a result of new information, future events or results or otherwise.