

## **Long Blockchain Corp. Forms Blockchain Strategy Committee**

### **- Appoints Shamyly Malik as Chairman of Committee -**

Farmingdale, NY (January 26, 2018) — Long Blockchain Corp. (NasdaqCM: LBCC) (the “Company”) today announced that it has formed a Blockchain Strategy Committee (the “Committee”) to help focus the Company’s shift into blockchain technology and has appointed Shamyly Malik, a current member of the Company’s Board of Directors, as the chairman of such committee.

The Committee is being established to serve as a resource in assisting the Company’s Management and Board of Directors in development and implementation of its long-term strategy to invest in opportunities that leverage the benefits of blockchain technology. Mr. Malik will serve as Chairman of the Committee and will seek to fill the Committee with experienced financial technology and blockchain industry professionals who the Company will utilize in the assessment and execution of strategic opportunities.

Philip Thomas, Chief Executive Officer of the Company, commented, “We are excited to have Shamyly help spearhead the development of our blockchain initiatives. He has already proven to be a valuable member of the Board of Directors and we are confident that he will build a great team of advisors that will help the Company execute on its vision to be a world-class organization.”

Mr. Malik added, “Since joining the Board of Directors earlier this month, I have been working with the Company to develop its long-term strategy and analyze new opportunities in blockchain technology. I am excited to formalize this role and have already been in discussions with multiple blockchain professionals who may be interested in joining the Committee.”

Mr. Malik has been involved in the financial technology sector for the past decade. He currently serves as Global Head of Trading at Voltaire Capital, a leading liquidity provider in the foreign exchange market. Prior to joining Voltaire Capital, he served as Head of FX Electronic Trading at Morgan Stanley and Head of Electronic Market Making for Emerging Markets and Precious Metals in the Capital Markets Division at Citibank. Mr. Malik began his investment banking career at Lehman Brothers, working in both New York and London across various derivative trading roles in fixed income, commodities and currencies. While completing his Doctor of Philosophy degree in Econometrics at the University of Oxford, Mr. Malik also performed economic research at the International Monetary Fund and The World Bank in Washington D.C.

### **About Long Blockchain Corp.**

Long Blockchain Corp. is focused on developing and investing in globally scalable blockchain technology solutions. It is dedicated to becoming a significant participant in the evolution of blockchain technology that creates long term value for its shareholders and the global community by investing in and developing businesses that are “on-chain”. Blockchain technology is fundamentally changing the way people and businesses transact, and the Company will strive to be at the forefront of this dynamic industry, actively pursuing opportunities. Its wholly-owned subsidiary Long Island Brand Beverages, LLC operates in the non-alcohol ready-to-drink segment of the beverage industry under its flagship brand ‘The Original Long Island Brand Iced Tea®’. For more information on the Company, please visit [www.longblockchain.com](http://www.longblockchain.com).

### **Forward Looking Statements**

This press release includes statements of the Company’s expectations, intentions, plans and beliefs that constitute “forward looking statements” within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 and are intended to come within the safe harbor protection provided by those sections. These statements, which involve risks and uncertainties, relate to the discussion of the Company’s business strategies and its expectations concerning future operations, margins, sales, new products and brands, potential joint ventures, potential acquisitions, expenses, profitability, liquidity and capital resources and to analyses and other information that are based on forecasts of future results and estimates of amounts not yet determinable. These statements include any statement that does not directly relate to a historical or current fact. You can also identify these and other forward-looking statements by the use of such words as “may,” “will,” “should,” “expects,” “intends,” “plans,” “anticipates,”

"believes," "thinks," "estimates," "seeks," "predicts," "could," "projects," "potential" and other similar terms and phrases, including references to assumptions. These forward looking statements are made based on expectations and beliefs concerning future events affecting the Company and are subject to uncertainties, risks and factors relating to its operations and business environments, all of which are difficult to predict and many of which are beyond its control, that could cause its actual results to differ materially from those matters expressed or implied by these forward looking statements. These risks include the Company's history of losses and expectation of further losses, its ability to expand its operations into blockchain technologies, its ability to develop or acquire new brands, the success of its marketing activities, the effect of competition in its industry and economic and political conditions generally, including the current economic environment and markets. More information about these and other factors are described in the reports the Company files with the Securities and Exchange Commission, including but not limited to the discussions contained under the caption "Risk Factors." When considering these forward looking statements, you should keep in mind the cautionary statements in this press release and the reports the Company files with the Securities and Exchange Commission. New risks and uncertainties arise from time to time, and the Company cannot predict those events or how they may affect it. The Company assumes no obligation to update any forward looking statements after the date of this press release as a result of new information, future events or developments, except as required by the federal securities laws.

**Contacts:**

For Investors  
Philip Thomas  
Long Blockchain Corp.  
1-855-452-LBCC  
info@longblockchain.com