

**S'WELL MOVES HEADQUARTERS TO ACCOMMODATE PHENOMENAL GROWTH**  
*New Office in NYC's Flatiron District to Support Continued Collaboration and Expansion*

**NEW YORK, March 20, 2017** -- S'well, the fashionable, reusable beverage bottle company that gives back, announced the move of its headquarters to accommodate the rapid growth of the business. The new office space is located at 28 West 23rd Street in the center of the Flatiron District in New York City. It is approximately 25,000 square feet and four times larger than S'well's previous office space. The two-year lease was negotiated and managed by CBRE.

In 2016, S'well reached \$100 million in revenue and grew its team by 110%, officially outgrowing the office space it has occupied for the last two years.

"This is an amazing time at S'well," said Founder and CEO Sarah Kauss. "We've experienced double-digit growth this past year and began building out an exceptional team to help us reach even bigger milestones in the future. This new office will allow us to continue to grow, while collaborating and innovating in exciting ways, with our customers, culture and mission at the center of everything we do."

The new office is designed to encourage a more effective, customer-centric approach to S'well's business with an open floorplan that allows for cross-team communication. A significant number of break-out rooms, plus a photo studio and product development area, will encourage and allow for more creative projects to take shape. In addition, it offers an enhanced product gallery for S'well, Sip by S'well and new products set to launch this fall.

"We plan to transform this space into an environment that feeds our culture and mission-driven focus through art, rest spaces and an eco-friendly approach to doing business," continued Kauss."

With a variety of programs already in place, S'well plans to expand its green initiatives to continue to minimize its environmental footprint. The team will institute programs to reduce paper and energy use, expand recycling efforts and create educational opportunities.