



SG Blocks retains Level Brands for strategic advisory and consulting services

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BROOKLYN, NY SG Blocks, Inc., a designer, innovator and fabricator of container-based structures, has retained Encore Endeavor 1, LLC, a wholly owned subsidiary of Level Brands, Inc., an innovative brand marketing and licensing company, for strategic advisory and consultancy services.

Under the collaboration, SG Blocks will work closely with Kathy Ireland, chairman emeritus and chief brand strategist of Level Brands, Inc., along with EE1 managing director, Stephen Roseberry, global creative director, Jon Carrasco, EE1 co-founder, Nic Mendoza and Tommy Meharey, co-founder of l'M1, a Marine and executive with extensive building contractor experience for Kathy Ireland Wedding and Resorts, to refine and enhance its brand identity and marketing resources.

Level Brands will also focus on corporate brand management and employ its socially responsible branding initiatives to support SG Blocks as it continues to be the leader in utilizing code engineered cargo shipping containers for construction. Ireland will also serve as chief communicator for SG Blocks' environmentally friendly and disruptive method of construction that encompasses an ever-expanding roster of customers including Fortune 1000 companies, infrastructure companies, developers, human service organizations and the U.S. military.

"We are thrilled to announce our engagement with Level Brands and Kathy Ireland," stated Paul Galvin, Chairman and CEO of SG Blocks. "Kathy is one of the foremost business leaders in the world. Her guidance will be a valuable asset as SG Blocks continues to focus on our pipeline and expand our footprint with an efficient, green solution that both decreases lead time to market and lowers total building costs."

"SG Blocks is exclusively positioned as the only container supplier to receive an ESR from the International Code Council, which makes it a leader in the industry," said Ireland. "It also achieved notable operational and financial milestones in the past year, including a successful IPO. Most importantly, all of us at Level Brands, greatly admire Paul's contributions to the nonprofit sector. SG Blocks is a creative, environmentally greener and affordable solution to businesses, nonprofits and people seeking a fresh, modern, realistic approach to diverse sectors who need new buildings and spaces. Housing, medical, retail, corporations, studios and nonprofits, will all benefit from this inspiring, innovative company. We look forward to working with Paul and his team," concluded Ireland.

SG Blocks was founded in 2007, and listed on the NASDAQ in June 2017. It utilizes

code-engineered cargo shipping containers to construct and provide safe, strong and green structures and environments. Instead of consuming new steel and lumber, the firm capitalizes on the structural engineering and design parameters a shipping container must meet and repurposes them for use in building. This unique methodology is transformative and delivers to its customers a sustainable and scalable solution that lowers their costs and increases lead-time to market. Clients have included Lacoste, Puma, Mini Cooper, Aman, Taco Bell, Marriott, Starbucks, Equinox and several branches of the U.S. military.

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