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IT'SUGAR Opens Flagship Store on The Las Vegas Strip

DEERFIELD BEACH, Fla.--(BUSINESS WIRE)-- IT'SUGAR, one of the largest specialty candy retailers in the world, announced today that it has opened its newest U.S. flagship store in Las Vegas, Nevada.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20190530005702/en/>



IT'SUGAR flagship store on the Las Vegas Strip. (Photo: Business Wire)

The 6,000-square-foot IT'SUGAR store is located at the Grand Bazaar Shops across from the world-famous Bellagio Fountain. The Las Vegas Strip location is anchored by a giant 40-foot-tall kinetic gumball machine sculpture filled with gumballs, which serves as a Vegas sized grand entrance.

“For many years it has been our vision to open an IT'SUGAR flagship store on the Las Vegas Strip and we couldn't be more excited to see our vision become a reality,” said Jeff Rubin, CEO and Founder of IT'SUGAR. “IT'SUGAR's indulgent and humorous brand brings out the child in every adult, and is a natural fit to join the Las Vegas Strip.”

IT'SUGAR's Grand Bazaar Shops location is its fourth store located in Las Vegas. Other IT'SUGAR stores are located at the Venetian Grand Canal Shops, Town Square Las Vegas, and Downtown Summerland.

IT'SUGAR is one of BBX Capital Corporation's (NYSE: BBX) family of companies.

About IT'SUGAR

Founded by candy veteran Jeff Rubin in 2006, this sweet experiential retail environment has become the largest specialty candy retailer in the world. The IT'SUGAR Empire consists of over 100 retail locations in U.S. hotspots such as New York, Las Vegas, Los Angeles, San Francisco, Miami, and Chicago. Known for their absurdly wonderful sugar innovations that celebrate lighthearted rebellion, IT'SUGAR aspires to a future where everyone has access to the pure joy that comes from indulging in a world with fewer rules and more sugar. For additional information, please visit www.itsugar.com

About BBX Capital Corporation: BBX Capital Corporation (NYSE: BBX) (OTCQX: BBXTB) is a Florida-based diversified holding company whose principal investments include Bluegreen Vacations Corporation (NYSE: BXG), BBX Capital Real Estate, Renin Holdings and IT'SUGAR. For additional information, please visit www.BBXCcapital.com.

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