

BANJO & MATILDA AUSTRALIA XX

FOR IMMEDIATE RELEASE

Banjo & Matilda Signs Partnership with Leading ERP System Provider to Support Wholesale and e-Commerce Initiatives

Sydney, Australia – October 22, 2014 – Banjo & Matilda, Inc. (OTCQB: BANJ) (“Banjo & Matilda” or the “Company”), an emerging Australian lifestyle brand, today announced the Company has selected industry-leading RLM Apparel Software Systems Inc.’s (RLM) FashionManager™ enterprise software to manage all global product development, sourcing, supply chain management, order fulfilment, and other critical business operations. RLM’s clientele includes such recognizable brands as Tory Burch, Michael Kors, Donna Karen, The Row, and Alexander Wang.

The comprehensive business solution software will provide the following solutions: Enterprise Resource Planning (ERP), Product Lifecycle Management (PLM), Warehouse Management (WMS), and other software. These systems are expected to serve as the driving information system behind Banjo & Matilda’s sales and distribution of casual knitwear products.

Ben Macpherson, CEO of Banjo & Matilda, stated, “We are very pleased to upgrade our ERP systems through RLM, which is globally known as one of the leading providers of such systems in our industry. We expect this fully integrated, functionally advanced solution will help Banjo & Matilda achieve higher levels of productivity and efficiency while streamlining operations. We believe this will help the Company in its expansion globally, while also helping to properly manage all aspects of our operations.”

About Banjo & Matilda

Banjo & Matilda, Inc. is an emerging Australian lifestyle brand, best known as a designer, producer and marketer of premium contemporary woman’s knitwear. Inspired by the iconic Bondi Beach surroundings of its creative studios, Banjo & Matilda launched its first knitwear collection in 2008. Big on quality, small on pretence, and known globally for their fun statement sweaters and luxury cashmere basics, Banjo & Matilda is discreetly luxurious, yet able to capture the essence of beach culture in a range of apparel made with supreme quality and integrity. The brand has a rapidly growing loyal global following, is quickly being stocked in major and specialty retailers around the world, and is sold through its online store www.banjoandmatilda.com.

Additional information about Banjo & Matilda can be found at the Company’s corporate website: <http://www.banjoandmatildainvestors.com>.

Forward looking Statement

Certain matters discussed in this press release are ‘forward-looking statements’ intended to qualify for the safe harbor from liability established by the Private Securities Litigation Reform Act of 1995. In particular, the Company’s statements regarding trends in the marketplace, growth in the number of stores that will carry its products, increases in its sales and financial results, are examples of forward-looking statements. Forward-looking statements are subject to numerous risks and uncertainties, including, but not limited to, economic trends and conditions, trends in the fashion and retail industries, the acceptance of new product designs, inherent discrepancy in actual results from estimates, projections and forecasts made by management and other factors not within the Company’s control. The factors discussed herein and expressed from time to time in the Company’s filings with the Securities and Exchange Commission could cause actual results and developments to be materially different from those expressed in or implied by forward looking statements made by the Company. The forward-looking statements contained herein are made

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only as of the date of this press release and the Company undertakes no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

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