

September 26, 2016



ITUS Demonstrates Efficacy of Its Cchek(TM) Early Cancer Detection Platform With Colon Cancer

LOS ANGELES, CA -- (Marketwired) -- 09/26/16 -- ITUS Corporation ("[ITUS](#)") (NASDAQ: ITUS), today announced that it has successfully utilized its Cchek™ early cancer detection platform to identify the presence of Colorectal Cancer. The company previously announced success with Breast Cancer and Lung Cancer, which together with Colorectal Cancer, account for the three largest categories of cancer worldwide in terms of incidences.

Cchek™ is ITUS's early cancer detection technology for identifying the existence of solid tumors. The technology measures a patient's immune response to a malignancy by detecting the presence, absence, and quantity of certain unique cells that exist in and around a tumor and that enter the blood stream. These types of cells have been the focus of recent ground breaking research in immuno-oncology, enabling the development of revolutionary immunotherapies used for treating certain cancer types. Instead of seeking to alter or boost the body's immune system and its ability to destroy cancer cells, as is the case with immunotherapy drugs, ITUS has developed proprietary techniques and protocols for measuring the subtle immunological changes that occur in the blood stream during tumor development. ITUS has had early success and has demonstrated a high degree of accuracy with its approach to distinguish healthy patients from biopsy verified cancer patients. The goal is to establish Cchek™ as a non-invasive, inexpensive, cancer diagnostic blood test that can reduce or eliminate the need for traditionally expensive, invasive, painful, and often inaccurate cancer diagnostic procedures.

Colorectal Cancer is the third most common cancer in men and the second most common cancer in woman worldwide, with approximately 1.4 million new cases diagnosed each year, and approximately 700,000 deaths. In the U.S., the overall 5-year survival rate for Colorectal Cancer is 65%. The 5-year survival rate is 90% when the disease is caught early, and 13% when found at a late stage. Despite existing diagnostic procedures such as colonoscopy, only 39% of patients with Colorectal Cancer are diagnosed at an early stage.

ITUS Corporation

[ITUS](#) funds, develops, acquires, and licenses emerging technologies in areas such as

biotechnology. The Company is developing a platform called Cchek™, a series of non-invasive, blood tests for the early detection of solid tumor based cancers, which is based on the body's immunological response to the presence of a malignancy. Additional information is available at www.ITUScorp.com.

Forward-Looking Statements: Statements that are not historical fact may be considered forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are not statements of historical facts, but rather reflect ITUS Corporation's current expectations concerning future events and results. We generally use the words "believes," "expects," "intends," "plans," "anticipates," "likely," "will" and similar expressions to identify forward-looking statements. Such forward-looking statements, including those concerning our expectations, involve risks, uncertainties and other factors, some of which are beyond our control, which may cause our actual results, performance or achievements, or industry results, to be materially different from any future results, performance, or achievements expressed or implied by such forward-looking statements. These risks, uncertainties and factors include, but are not limited to, those factors set forth in "Item 1A - Risk Factors" and other sections of our Annual Report on Form 10-K for the fiscal year ended October 31, 2013 as well as in our Quarterly Reports on Form 10-Q and Current Reports on Form 8-K. We undertake no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law. You are cautioned not to unduly rely on such forward-looking statements when evaluating the information presented in this press release.

[ITUS Corporation](http://www.ITUScorp.com): FOCUSED ON INNOVATION™

Contact:

Dean Krouch

310-484-5184

dkrouch@ITUScorp.com

Source: ITUS Corporation