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Starco Brands Collaboration With Deutsch Gains Momentum

Relaunch of Starco Brands' Winona Popcorn Spray Shows Deepening Ties

SANTA MONICA, Calif., Oct. 26, 2018 (GLOBE NEWSWIRE) -- Starco Brands (OTC: STCB), a creator of innovative and disruptive consumer products, and Deutsch, a creative agency owned by Interpublic Group (NYSE:IPG), have deepened their collaboration on new brand launches. Following the successful 2017 launch of Breathe™, the partners have now collaborated on a relaunch of the Winona Pure® Popcorn Butter Spray, the latest addition to the Starco Brands portfolio.

As announced last April, Deutsch is Starco Brands' agency of record and a significant shareholder of Starco Brands. The agency was instrumental in the successful launch of Breathe, from designing, managing and translating market studies and focus groups, to accessing and utilizing data, to packaging design and the development of marketing materials, packaging design, marketing programs and focus group testing. Breathe's innovative position in the market has led to consistently rising sales and broadening distribution.

Following The Starco Group's 2017 acquisition of Winona Pure, a line of non-GMO cooking and condiment sprays, Deutsch has spearheaded the redesign and rebranding of this behavior-changing and globally cutting edge Popcorn Butter Spray. This includes the redesign of the packaging, positioning and implementation of a new marketing plan.

"The repositioning of the Winona Pure Popcorn Butter Spray line provides yet another example of why we at Starco Brands are so excited to partner with Deutsch to bring breakthrough products and brands to market," said Ross Sklar, CEO of Starco Brands. "As shown with the launch of our Breathe line, the first aerosol household cleaning line ever approved by the EPA's Safer Choice program, this partnership is proving to be highly accretive, with many future collaborations on deck that will continue to build shareholder value, as we've seen over the last year."

"What attracted us to Starco Brands from the beginning was the company's ability to recognize opportunities to bring real innovation to consumer product categories," said Mike Sheldon, North American Chairman & CEO of Deutsch. "We were pleased to be able to bring our resources and expertise to this repositioning of their all natural Popcorn Seasoning Spray and look forward to the many Starco Brands projects planned for the near future."

Starco Brands' Winona Pure Popcorn Butter Spray is available online at winonapure.com and at Walmart and other participating retailers nationwide.

About Starco Brands

Starco Brands, born out of The Starco Group, is an innovative consumer packaged goods

company focused on technological innovation that changes the current landscape. Starco Brands invents cutting edge products that change our behavior. Starco Brands develops products across 10 different categories including: Household Cleaning, Personal Care, Food, Beverage & Spirits, DIY Hardware and Arts & Crafts. For more information about the Breathe product line, please visit www.breathecleaning.com. For more information about Starco Brands, please visit www.starcobrands.com.

About The Starco Group

The Starco Group was founded in 2010 by Ross Sklar and today is a large-scale and highly diversified manufacturer of a wide range of consumer products, including household cleaning, air care, DIY/hardware, arts & crafts, personal care, OTC's, food, beverage and spirits. For more information, visit www.thestarcogroup.com.

About Deutsch

Deutsch is an advertising, design and digital agency known for its award-winning creative campaigns. Integrated practices include creative advertising, media planning and buying, all aspects of digital marketing including ecommerce and mobile, multicultural marketing, public relations, social media, branded entertainment, music, and experiential marketing. Deutsch's clients include Volkswagen, Taco Bell, Target, Dr Pepper, Canada Dry, Snapple, Green Giant, Johnson & Johnson, PNC Bank and Georgia-Pacific, among others. Deutsch has been named one of the most innovative companies in advertising by Fast Company and has regularly appeared on Advertising Age's Agency A-List. For more information, visit www.deutsch.com.

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