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ITUS Corporation Announces Second Commercial Focus for Cchek™ will be Breast Cancer

SAN JOSE, Calif., July 6, 2018 /PRNewswire/ -- ITUS Corporation (NASDAQ: ITUS) today announced that due to the significance of positive results as well as strong commercial interest, it has selected breast cancer as the next commercial focus, after prostate cancer, for its Cchek™ non-invasive liquid biopsy cancer detection platform.



ITUS has previously reported that its Cchek™ technology, which utilizes immune-profiling using flow cytometry coupled with artificial intelligence, has demonstrated the ability to identify twenty different cancer types through a simple blood test. With prostate cancer and now breast cancer, as the primary focus of ITUS' liquid biopsy test development, Cchek™ is now targeting two of the most common cancers.

Breast cancer is the leading cause of cancer deaths in women who do not smoke. Additionally, it is well known that women who have mutations in two genes called BRCA-1 and BRCA-2, have a higher incidence of breast cancer than the general female population. For example, in the US, approximately 12% of women will develop breast cancer during their lifetimes. However, 72% of women with one or more mutations in the BRCA-1 and BRCA-2 genes, will develop breast cancer during their lifetimes.

Dr. Amit Kumar, CEO of ITUS stated, "We are announcing our interest in breast cancer, in addition to prostate cancer, for many reasons. One reason is that the connection between breast cancer incidence and BRCA-1 and -2 mutations is well known. In recent years, there have been a number of women who have had their breasts and ovaries removed upon learning of their mutation status. This fact was underscored recently by high profile celebrity, Angelina Jolie, undergoing these surgeries. We hope that Cchek™ will provide a simple, easy way to monitor the occurrence of breast cancer that might impact the decision by mutation positive women to undergo the painful and disfiguring surgeries. In addition, we feel Cchek™ could be a great way for the general female population to monitor their status, including the millions of breast cancer survivors."

ITUS Corporation

[ITUS](http://www.ITUScorp.com), a cancer-focused biotechnology company, is harnessing the body's immune system in the fight against cancer. Its wholly owned subsidiary, Anixa Diagnostics Corporation, is developing the Cchek™ platform, 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. Its majority owned subsidiary, Certainty Therapeutics, Inc., is developing CAR-T based immuno-therapy drugs which genetically engineer a patient's own immune cells to fight cancer. ITUS also continually examines emerging technologies in complementary or related fields for further development and commercialization. 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 most recent Annual Report on Form 10-K 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.

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