

December 4, 2018



Starco Brands' Breathe™ Household Cleaning Line Named 2018 Safer Choice Partner of the Year by EPA

SANTA MONICA, Calif., Dec. 04, 2018 (GLOBE NEWSWIRE) -- Starco Brands (OTC: STCB) proudly announces it has been named a 2018 Safer Choice Partner of the Year for its outstanding achievement in the design, manufacture and promotion of its household cleaning aerosol line Breathe.



Breathe, manufactured with BreatheSafe™ Technology, is the first and only aerosol cleaning line powered by air, uses eco-friendly ingredients and does not produce harmful fumes. The original technology was created and licensed from our manufacturing partner Chase Products, who has been developing and manufacturing for more than 90 years. Breathe is the only cleaning line of its kind ever certified by the Environmental Protection Agency (EPA's) Safer Choice Program, and Breathe is being recognized for its chemistry, which is safer for families, workplaces, communities, and the environment.

"Congratulations to the 2018 Safer Choice Partner of the Year Award winners. EPA is pleased to have this opportunity to recognize companies and other organizations that are working successfully with the Agency to advance protection of health and the environment," said Nancy Beck, Deputy Assistant Administrator for the Office of Chemical Safety and Pollution Prevention, EPA.

Breathe is to be honored at the 2018 Safer Choice Partner of the Year Awards during a public ceremony on December 4, 2018 at the Marriott Harbor Beach in Ft. Lauderdale, Florida.

“Our mandate, since our beginning, is to create behavior-changing products and brands. Having products that are family-safe, extremely efficacious and cost-conscious allows consumers the ability to make smart choices. Consumer safe, environmentally safe and high performing solutions must work hand in hand,” said Ross Sklar, Chief Executive Officer, Starco Brands. “Being named Partner of the Year validates our strategy and commitment to creating novel and disruptive consumer products.”

To qualify for the Safer Choice label, a product must meet EPA’s Safer Choice Standard, which includes stringent human and environmental health criteria. The Safer Choice program currently has about 500 formulator-manufacturer partners who make more than 2,000 products for both retail and institutional customers.

In addition to being named Partner of the Year, Breathe has been honored with three prestigious industry awards from organizations and outlets that promote family- and environmentally-friendly products: National Parenting Product Awards (NAPPA), Mom’s Choice Awards® Silver Recipient and *Clean Eating Magazine* Clean Choice Award.

Breathe offers a full line of aerosol household cleaners for stainless steel, furniture, bathrooms, and multi surface cleaning, which are available at retailers nationwide including Walmart, Amazon, Wegmans and other retailers nationwide. For more information about Breathe products, visit www.breathecleaning.com.

About Safer Choice

The Safer Choice label is on hundreds of cleaning and home care products -- for most every indoor and outdoor cleaning task -- all-purpose cleaners, kitchen and bath cleansers, carpet and fabric shampoos, laundry detergents, car and boat care products, deck and siding washes, and many more. The Safer Choice Program has more than 500 partner companies and more than 2,000 products currently qualify to carry the Safer Choice label. Products that carry this label have been carefully evaluated by EPA scientists to ensure they contain ingredients that are safer for human health and the environment. For more information on Safer Choice, visit: <https://www.epa.gov/saferchoice>.

About the Safer Choice Awards

EPA developed the Partner of the Year Awards to recognize Safer Choice stakeholders who have furthered the safer chemistry and safer product goals of the Safer Choice program. Winners have demonstrated active and exemplary participation in and promotion of the program. Selection of Partner of the Year Awards winners is based on the following activities that increase awareness of the Safer Choice program, Safer Choice-certified products, and the program’s mission to help safeguard human and environmental health through safer chemistry and safer products. For more information about the Safer Choice Partner of the Year Awards, visit: www.epa.gov/saferchoice/safer-choice-partner-year-awards.

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.

Cautionary Note on Forward-Looking Statements

This press release may include forward-looking information and statements within the meaning of federal securities laws. Except for historical information contained in this release, statements in this release may constitute forward-looking statements regarding assumptions, projections, expectations, targets, intentions or beliefs about future events. Statements containing the words “may”, “could”, “would”, “should”, “believe”, “expect”, “anticipate”, “plan”, “estimate”, “target”, “project”, “intend” and similar expressions constitute forward-looking statements. Forward-looking statements involve known and unknown risks and uncertainties, which could cause actual results to differ materially from those contained in any forward-looking statement. Forward-looking statements are based on management’s current belief, as well as assumptions made by, and information currently available to, management.

While the Company believes that its expectations are based upon reasonable assumptions, there can be no assurances that its goals and strategy will be realized. Numerous factors, including risks and uncertainties, may affect actual results and may cause results to differ materially from those expressed in forward-looking statements made by the Company or on its behalf. Some of these factors include, but are not limited to, risks related to the Company’s liquidity, the substantial uncertainties inherent in the acceptance of existing and future products, the difficulty of commercializing and protecting new technology, the impact of competitive products and pricing, general business and economic conditions, risks associated with the expansion of our business including the implementation of any businesses we acquire, factors discussed in our public filings, including the risk factors included in the Company’s most recent Annual Report on Form 10-K, Quarterly Report on Form 10-Q and other periodic reports. Except as required by applicable law, including the securities laws of the United States and the rules and regulations of the Securities and Exchange Commission, the Company is under no obligation to publicly update or revise any forward-looking statement after the date of this release whether as a result of new information, future developments or otherwise.

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